

CONSOLIDATED PAPER CO.'S MODERN PACKAGES

for YOUR
MERCHANDISE

Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

Plain Shells

For tight-wrapped packages

Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service—Paper Mills producing 700 tons of Paper a day—Box Factories of very large capacity completely equipped for speedy and economical production—an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated

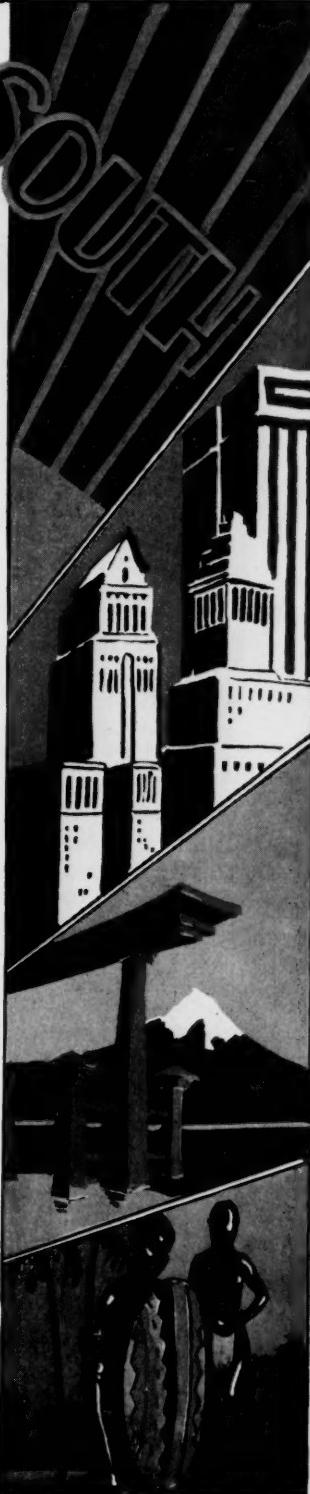
**700 TONS
DAILY PRODUCTION**

**YOUR
MERCHANDISE**

CONSOLIDATED PAPER COMPANY
MONROE MICHIGAN

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Properly packaged food products are being shipped to all known points of the world today --protected by KVP papers. Whether your product is one with an aroma or flavor to be maintained or guarded against foreign odors and tastes--or is wet, damp, dry, or greasy -- we have a protective paper for it.

Our modern, fully equipped research laboratory, in the hands of experts is at your service at all times to aid you in the selection of the proper protective wrapper for your product.

Kalamazoo Vegetable Parchment Co.

KALAMAZOO, MICHIGAN

MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 3

DECEMBER, 1929

No. 4

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Table of Contents

CHRISTMAS GREETINGS.....	23
NEW STATIONERY—NEW PACKAGES.....	24
EDITORIALS.....	26
PACKAGES IN THE SPOTLIGHT.....	28
A BOTTLE CONQUERS TRADITION..... <i>By K. M. Reed</i>	29
WHEN PACKAGE USE ESTABLISHES TRADE MARK RIGHTS..... <i>By Waldon Fawcett</i>	32
PAPER TYING TAPES FOR PACKAGES..... <i>By Harrison Elliott</i>	35
ALUMINUM FOR COLLAPSIBLE TUBES.....	36
WRAPPINGS FOR CONFECTIONERY..... <i>By E. T. Ellis</i>	37
INTERESTING NEW DESIGNS IN DECORATIVE PAPERS.....	40
THE PACKAGE OF THE MONTH.....	42
THE RISE OF THE PAPER BAG..... <i>By Clinton F. Wilding</i>	44
REPLACING THE PUDDING BAG..... <i>By W. R. McKeldin</i>	47
ORIGINALITY IN NUT PACKAGING..... <i>By Edward Thompson</i>	49
BUYING BREAD BY THE SLICE AND COFFEE BY THE CUP..... <i>By Helen W. Stark</i>	51
PAPER BOTTLES FOR MILK AND CREAM.. <i>By George Rice</i>	52
PACKAGING HOSPITAL SUPPLIES.....	54
AMONG PACKAGE USERS.....	55
AMONG SUPPLY MANUFACTURERS.....	56
MACHINERY AND EQUIPMENT.....	58
TRADE CATALOGS.....	62

A two-in-one package that combines novelty with sound merchandising principles is shown on the front cover through the courtesy of the Mason Box Company. This package was also selected as "The Package of the Month."

A brief history of the development of paper bags begins on page 44 of this issue. Progress in this field will be covered in articles in future issues.

An interview with Billy B. Van on the subject of packaging will be featured in the January issue. Mr. Van tells, in his own inimitable way, his theory of the value of packages in a merchandising campaign.

BRESKIN & CHARLTON
PUBLISHING CORPORATION
11 Park Place, New York, N. Y.
Publishers also of "Packaging Catalog" and "Modern Boxmaking"

Telephone: Barclay 0882-0883

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SUGAR and SPICE

*and everything
nice!*

PRODUCTS of hundreds of prominent manufacturers, their names reading like the "who's who" of American Industry, are expertly packaged with

NATIONAL PACKAGING MACHINERY

Many years ago, one machine—today, a dozen or more in the same plant! Face powder, rubber heels, coffee, cookies, drugs—each packaging problem successfully solved. Old clients recommend new ones. Well-built machines; years of experience? Yes, but above all, ADAPTABILITY is the keynote. New setups can be made on short notice. Your goods can change from bulk to bags, to cartons, to cans—the same machines can be used, and new units easily added as production increases!

Tell us what you make and we will send you surveys showing how similar manufacturers bring efficiency and economy to their businesses with machines made by

NATIONAL PACKAGING MACHINERY CO.

477 Watertown St., Newtonville, BOSTON, MASS.

See our ma-
chines in the
Packaging
Catalog!



REDINGTON PACKAGING MACHINES IN AMERICAN INDUSTRY



“Saving Us Thousands of dollars a year”



A photograph showing Redington Type 15 Machines packaging "Red Cross" Macaroni and Spaghetti in the John B. Canepa Co. factory at Chicago, Ill.

writes

Mr. JAMES P. CANEPA
Secretary-Treasurer

The JOHN B. CANEPA
COMPANY
CHICAGO, ILL.

Makers of

"RED CROSS" MACARONI
and SPAGHETTI

(Mr. Canepa's Letter) "We are glad to advise you that the very efficient manner in which your machines package "Red Cross" Macaroni and Spaghetti has been a source of great satisfaction to us.

"During the period in which they have been operating in our plant, they have paid for themselves many times over. In fact, each Redington Machine has eliminated 10 hand packers, saving us thousands of dollars a year."

Secretary-Treasurer

If you are interested in knowing more about the Canepa method of packaging of which Redington Machines are an important part, write us and we will gladly supply further details.

Custom Built Machines . . .

The F. B. Redington Co. has achieved an impressive reputation in its field because it puts into practice the Redington ideal of Custom Built Machines. Every one, without exception, is built to meet the individual needs of the purchaser. This flexible engineering policy assures you the most reliable and durable, fastest, most economical packaging machines you can buy—precision engineered Redingtons.

“Precision Engineered”

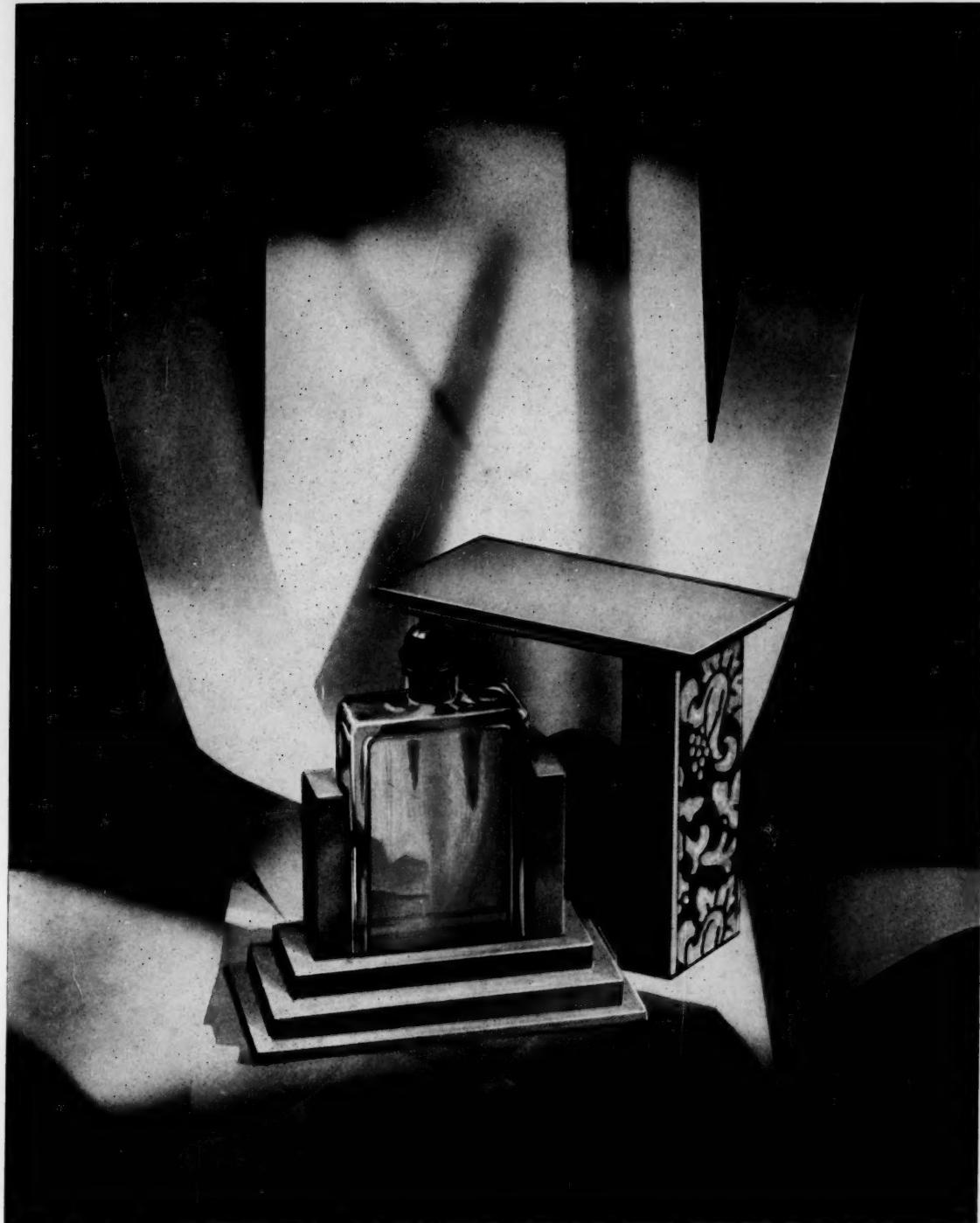
REDINGTON PACKAGING MACHINES

for Cartoning, Packaging



Labeling, Wrapping

F. B. REDINGTON CO. (Est. 1897), 110-112 South Sangamon St., CHICAGO, U. S. A.



THE essence of beauty is created by a pleasing exterior—on a firm foundation. Burt Quality Packages are structurally correct without sacrificing the merchandising possibilities that beauty brings.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS

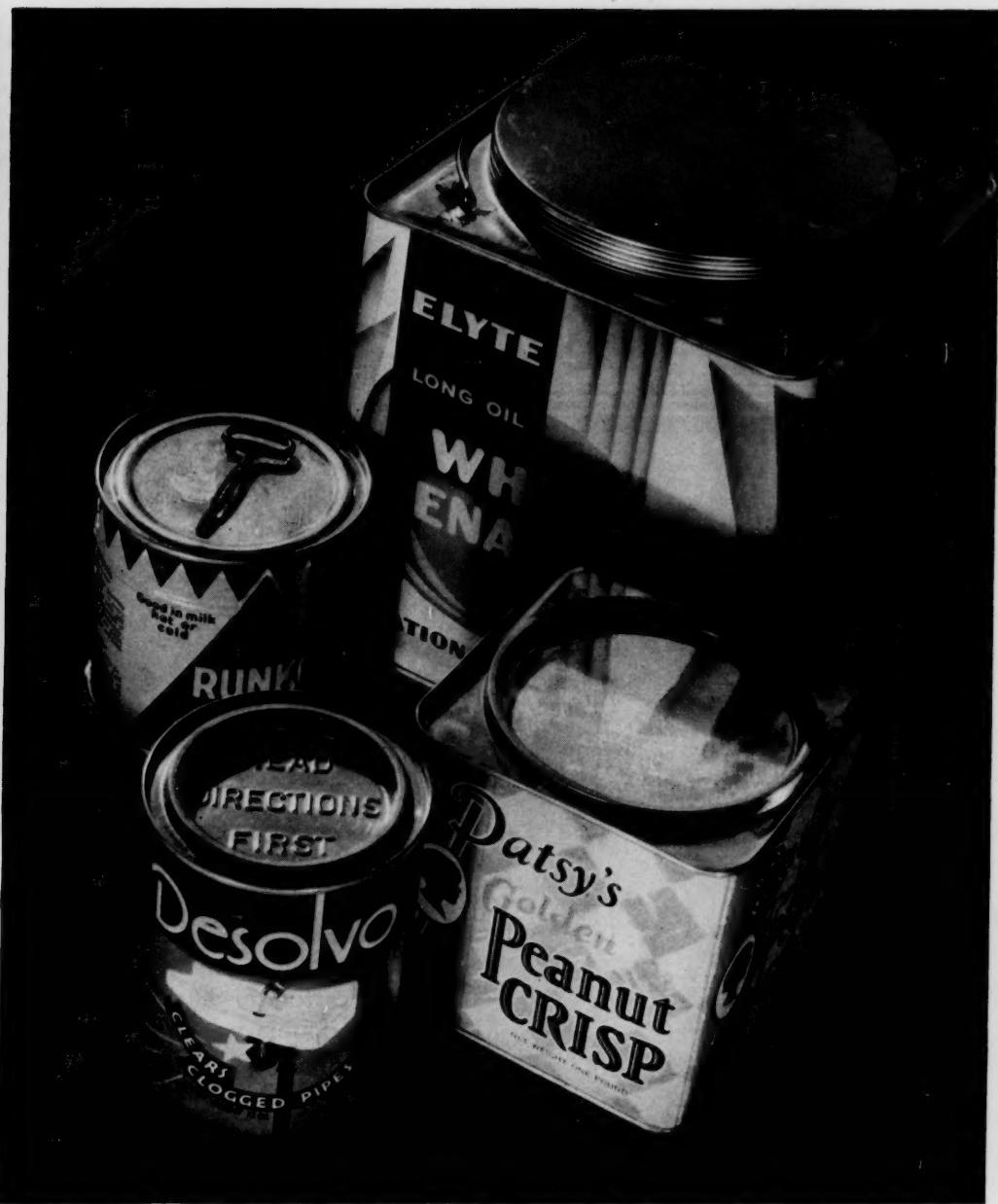


MODERN production methods rule at Burt—but that hinders not in creating packages that will present and preserve your products in the spirit of conquering sales possibilities.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS



Containers styled to the modern trend

TODAY, every product must answer the trend toward style—if it's to get the full share of profits the modern market offers.

For buyers today demand modern things—stylish,

smart, up-to-the-minute products. And never has appearance figured so prominently—never has it played such an important part in what men and women buy.

Canco is in touch with this new trend. Our designers can develop for you decorated packages that are the last word in distinction and smart appearance—packages that give your product every possible chance to sell.

AMERICAN CAN COMPANY
CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE

METAL SIGNS AND

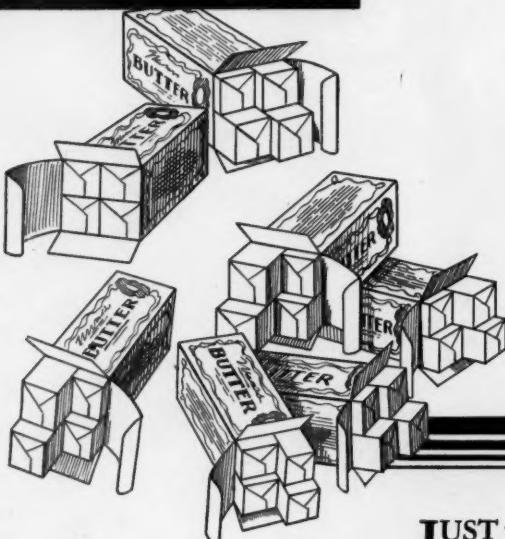
New York
New York Central Building

DISPLAY FIXTURES

Chicago
104 So. Michigan Avenue

San Francisco, 111 Sutter Street

Can you double-wrap and carton 28 quarters for a penny?



Of Interest to You

We have a comprehensive report on a survey of the performance of an Automat 4-in-1 Wrapping and Cartoning Machine operating in a leading New York City print room. It will prove of interest to you. Send for it—it's free.

JUST visualize your print room . . . girls checking prints . . . girls wrapping . . . girls cartoning. How many quarters are they double-wrapping and cartoning four to a pound for a penny?

Then imagine the rapid, smooth-running Automat. Less girls . . . less floor-space . . . less parchment and carton wastage . . . and production being wrapped and cartoned around .0014 a pound. More than seven pounds for a penny!

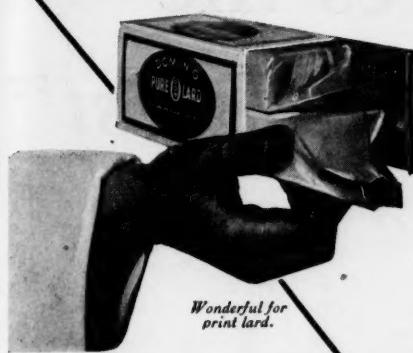
Allow us to give you some more interesting facts—write us.

AUTOMAT
PRINTING WRAPPING & CARTONING EQUIPMENT

The Automat Molding & Folding Company
Toledo • Ohio

New York Sales and Service Office: 172 Chambers Street, New York City. Phone, Barclay 3808. Los Angeles Sales and Service Office: 306 Calo Building, Los Angeles. Phone, Faber 1880

The *one* best wrapper for moist foods



Paterson Genuine Vegetable Parchment

THE more delicate your product, the more it needs the sure protection of Paterson Genuine Vegetable Parchment. This unique sheet is moisture-proof and grease proof . . . PLUS. It is absolutely insoluble. It stands up!

Send for samples. Make the "water-test" for yourself. See how this wrapper will help guard the purity and flavor of your product.

Your inquiry will receive prompt and courteous attention.



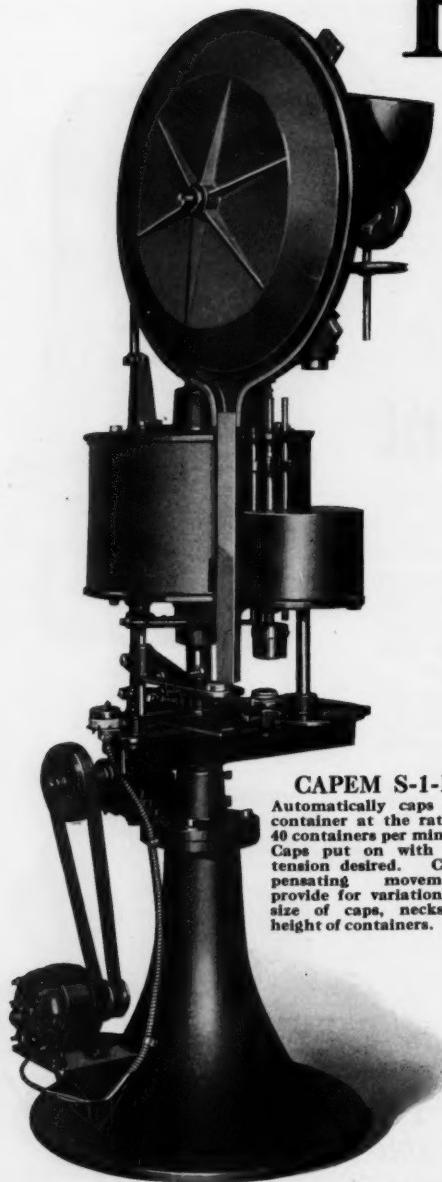
Paterson Parchment Paper Company
Original Makers of Genuine Vegetable Parchment
PASSAIC, NEW JERSEY

Chicago

December, 1929

San Francisco

V Duplicates the Vertical "Thrust-Twist" *of the* HUMAN HAND



CAPEM S-1-F

Automatically caps any container at the rate of 40 containers per minute. Caps put on with any tension desired. Compensating movements provide for variations in size of caps, necks or height of containers.

*but with a speed and uniformity
no human hand can equal*

THE New CAPEM Machine applies any rotating cap to any desired tightness at the rate of 40 per minute, *without strain on the threads of the container neck*. This is made possible by a new thrust movement which duplicates the "pressure-twisting" action of the human hand. Thus, as in hand-capping, the energy is applied by movement in two directions—the usual lateral twist motion and a gentle vertical thrust which removes the tightening task from the threads. This gives your cap a perfect, always uniform seal, air-tight, but still easily removable by the customer.

The CAPEM Machine takes your jars, bottles and cans of any size or shape from your conveyor belt, sorts, feeds and attaches the caps automatically without marring cap or container, and returns the correctly capped container to the conveyor—*without being touched by human hands*. Used for years by biggest makers of cap-sealed products. Send a sample container and brief statement of your requirements—and we will show you how you can save costs on capping and get a more perfect, uniform result. No obligation.

Registered Trade-Mark
CAPEM

CAPEM MACHINERY CORP.
1400 West Avenue, Buffalo, N. Y.

London Representative, C. S. duMont,
Windsor House, Victoria Street, London, England

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Brooks Lithography

THE SEE OF SALES

pulling away from competition

It takes Power and Skill to pull away from competition. Brooks craftsmen combine these Two Essentials in the creation and manufacture of a complete line of lithographic sales aids.

POWER—that immediately attracts the buyer's eye—Pertinent designs in alluring color combinations.

SKILL—in designing the counter display containers and folding boxes which will give the greatest selling impetus to your package.

Brooks Lithography helps your products to pull away from competition. Its sales aids include—

Folding Box Division
Lithographed Folding Boxes Counter Display Containers
Display Cards—Cut Outs

General Lithography
Commercial Stationery, Folders, Booklets
Labels, Box Wrappers, Package Inserts

Utilize our power and skill to keep your product out ahead on the Sea of Sales. Write our Merchandising Department about it.



BROOKS BANK NOTE COMPANY
SPRINGFIELD, MASSACHUSETTS

PHILADELPHIA • NEW YORK • BOSTON • PORTLAND, MAINE



A LAND OF COLOR

Look to the East for brilliant hues! Advertisers who strive for smart distinction borrow the bright colors of Chinese embroideries—the rich finish of lacquered tables.

The New York-New England Company sample books are filled with new original designs in dozens of intriguing shades and tints. Write to-day for these helpful books.

This swatch is Yorkland Box Paper, available in 26 inch rolls.

THE NEW YORK-NEW ENGLAND COMPANY
HOLYOKE, MASSACHUSETTS

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The mark of Industry's greatest thief!

WHEREVER it appears material is spoiled, money is wasted, time is lost! Nearly every manufacturer has at least one process in his production that is being done by slow, wasteful hand labor because no machine has ever been made to do the work.

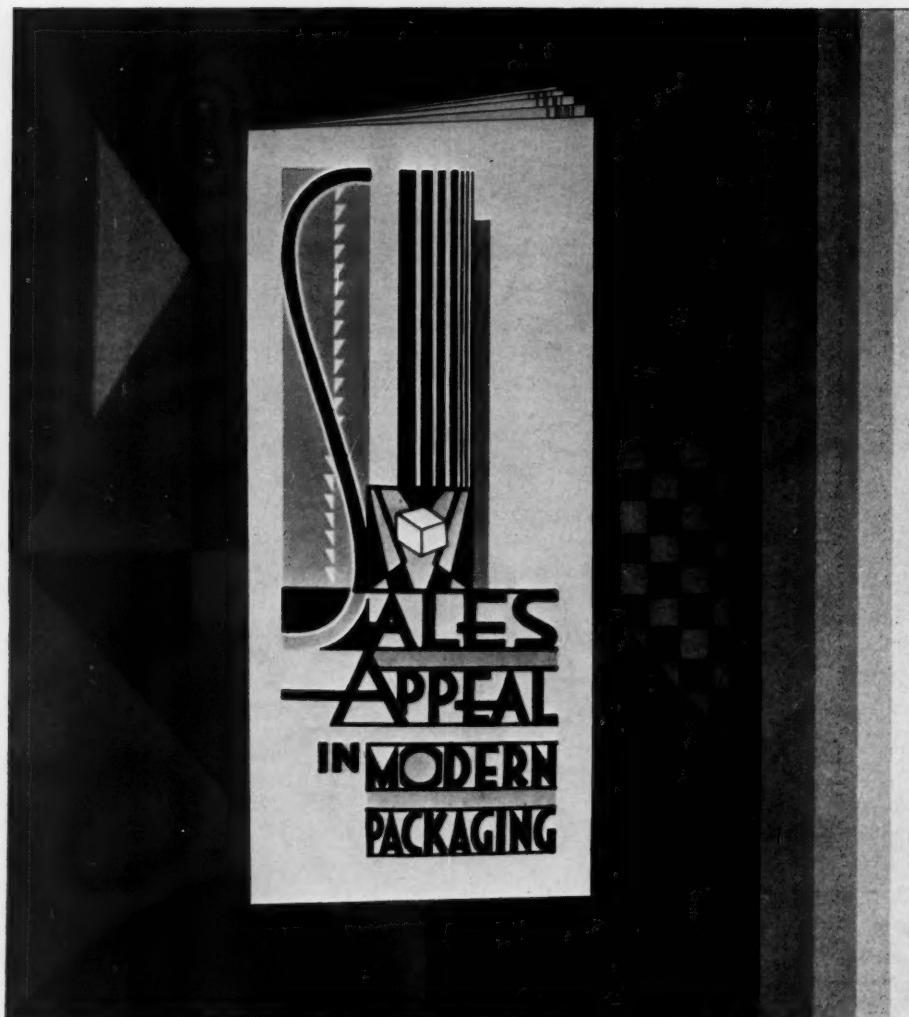
Today a number of manufacturers are making a better product, larger profits and have outstripped competition through the work of Special Production Machines, Inc. For some we have designed and built efficient machines to eliminate waste and slow hand labor, for others we have redesigned and speeded up existing machinery to new high output.

If you need a machine that has never been built, if there is some process in your production that is not as efficient as you would like it to be, we can help you. Send for the booklet describing the Services of Special Production Machines, how it operates and how it is serving manufacturers. Address Special Production Machines, Norfolk Downs, Mass.

Special PRODUCTION MACHINES

A Division of PNEUMATIC SCALE CORPORATION, LIMITED

For over thirty-five years Pneumatic Scale Corporation, Limited, has manufactured automatic labor-saving machinery for many of the world's largest producers of merchandise.



DESIGNERS ENGRAVERS ELECTRO-TYPERSTO THE PACKAGING INDUSTRY

**C R E S C E N T
E N G R A V I N G
C O M P A N Y**
KALAMAZOO, MICHIGAN

Wherever packaging is a factor, the booklet "Sales Appeal in Modern Packaging" has created tremendous interest. Crisp copy defining the current problems in modern packaging . . . photographs of varying types of package requirements . . . every page an inspiration to better merchandising.

It will be a pleasure to send you a copy of this new packaging booklet. Request it today on your business stationery.

NOT ONE
NOT TWO
BUT ALL THREE
*of the factors
you want in a
WRAPPER*

It's TRANSPARENT

Clear, window-like transparency — inspiring confidence and permitting a tempting, appealing, profit-building display.



**It's MOISTURE and
GREASE-PROOF**

Insuring uniform quality for days and providing the utmost protection from losses through stale or damaged merchandise.

It's PRINTABLE

Allowing complete identification of your product through the effective display of name and trade mark in flashing colors.

RIEGEL'S WAXED
GLASSINE
Jewel Brand

Made by

THE WARREN MANUFACTURING COMPANY

342 Madison Avenue
New York

Chicago Office
111 W. Washington St.

MORE LIGHT ...on your Mailing Methods



TOO little attention is given to mailing operations in most postal shipping departments. Waste occurs in time and materials. Goods are damaged in transit. Packages arrive in unattractive condition.

Mason Modern Mailers cure packaging troubles, reduce loss,

and look right. Their ingenious construction reduces weight and increases strength. They are made for particular buyers in hundreds of industries and shipped from coast to coast. Mason Novelty Boxes and displays increase sales and secure dealer approval.

Ask our packaging counsel. Send for catalog and samples.

Mason
Modern Mailers
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue



*Giving you
more for your money!*

PERFECTION BOX COVERINGS

Can now be had in 30" rolls at the same price
you previously paid for the 26" rolls.

These extra four inches allow a greater number
of boxes per ream with resultant lower unit cost.

Don't overlook this advantage—it will help
you land many orders.

Use our sample service freely. There are hundreds of new and modern patterns for every requirement.

ROYAL CARD & PAPER CO.

Manufacturers of Decorative Papers

ELEVENTH AVE. & 25TH ST., NEW YORK, N. Y.

DISTRIBUTORS

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BRADNER SMITH & CO., Chicago, Ill.
JOHNSTON PAPER CO., Cincinnati, Ohio
CENTRAL OHIO PAPER CO., Columbus, Ohio
E. C. PALMER & CO., Dallas, Tex.
CARTER, RICE & CARPENTER, Denver, Colo.
SEAMAN PATRICK PAPER CO., Detroit, Mich.
ZELLERBACH PAPER CO.—
Divisions in the Principal Cities on the Pacific Coast.

E. C. PALMER & CO., Tampa, Fla.
CRESCENT PAPER CO., Indianapolis, Ind.
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E. C. PALMER & CO., New Orleans, La.
CARPENTER PAPER CO., Omaha, Neb.
RAYMOND & McNUTT CO., Philadelphia, Pa.
BROOKS PAPER CO., St. Louis, Mo.
E. C. PALMER & CO., Houston, Tex.
In Canada PAPER SALES, LTD., Toronto
PAPER SALES, LTD., Montreal

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THE EVENING BULLETIN—PHILADELPHIA, THURSDAY, SEPTEMBER 26, 1929

UNDISPUTED LEADERSHIP



...The position of leadership universally conceded to these outstanding products has been won only by years of strict adherence to the highest standards of quality.

The Hecker H-O Company, Inc.
BUFFALO, N.Y.

FOLLOWING its policy of strict adherence to the highest standards of quality, the Hecker H-O Company packs its outstanding products in Stokes & Smith Tight-wrapped Packages.

STOKES & SMITH COMPANY

TIGHT-WRAPPING MACHINES

PACKAGING MACHINERY

CARTON FILLING & SEALING MACHINES

FRANKFORD, PHILADELPHIA, U.S.A.

BRITISH OFFICE: 23, GOSWELL ROAD, LONDON, E. C. 1

Lower Production Costs

The Hecker H-O Company of Buffalo, New York, one of the largest manufacturers of cereals in the country, after careful investigation of the various methods of sealing paper shipping cases, finally installed Standard Sealing Equipment Corporation's automatic units for this purpose. Their reason for so doing was because of the absolute necessity of 100% automatic performance.

Stop and think of the confusion that would occur by even a temporary tie-up of one of these sealing machines. With their enormous production, the accumulation of unsealed boxes even in a short time, would be so great as to be unmanageable and would, therefore, cause a shutdown further back in the line which would mean a serious curtailment of production. Standard Sealers are 100% automatic.

STANDARD SEALING EQUIPMENT CORPORATION

Rawson Street and Queens Blvd., LONG ISLAND CITY, N. Y.

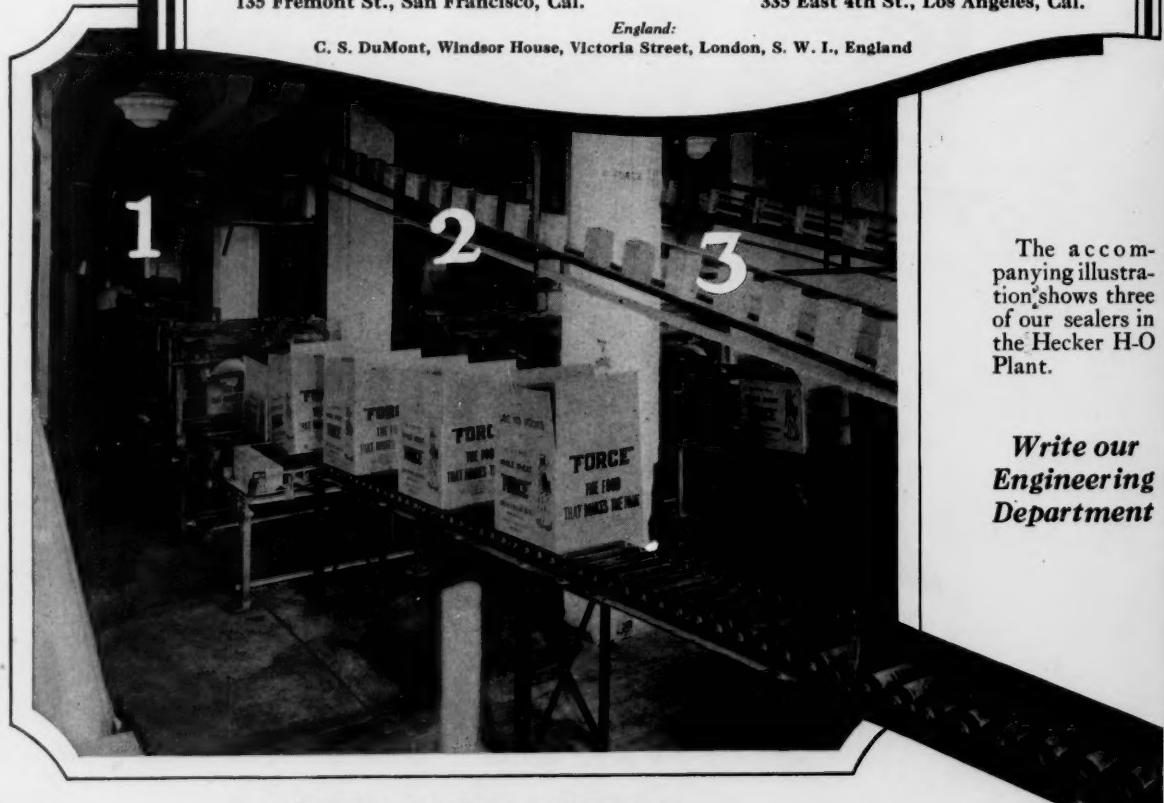
CHICAGO, ILL.—208 West Washington Street

On the Pacific Coast:

MAILLER SEARLES, Inc.
135 Fremont St., San Francisco, Cal.

JOHN F. WILLARD & SON
335 East 4th St., Los Angeles, Cal.

England:
C. S. DuMont, Windsor House, Victoria Street, London, S. W. I., England



The accompanying illustration shows three of our sealers in the Hecker H-O Plant.

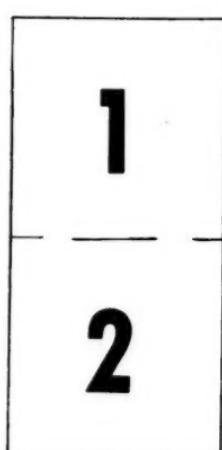
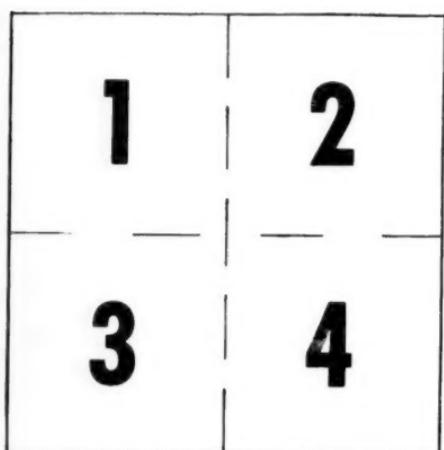
***Write our
Engineering
Department***

STANDARD
Full Automatic Container Sealers
Increases Plant Profits

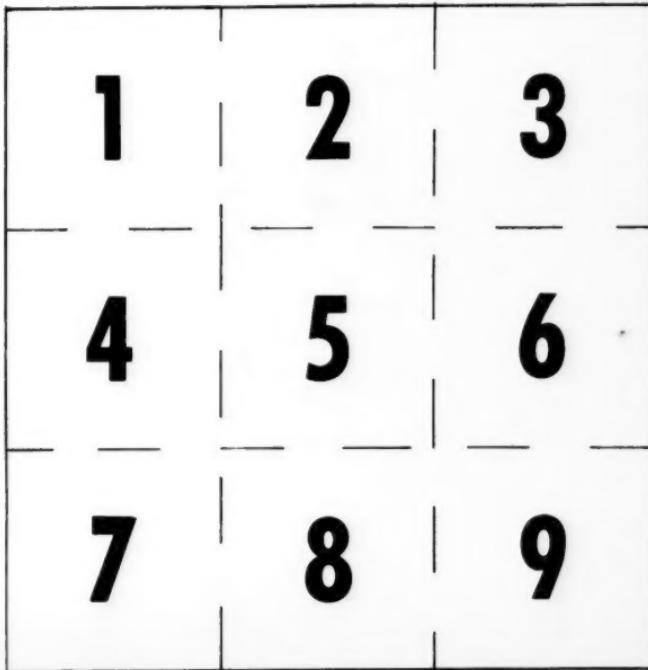
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Maps on this order too large to be
are filmed clockwise beginning in the
right and top to bottom as many frames
diagrams illustrate the method.



be entirely included in one exposure
the upper left hand corner, left to
frames as required. The following



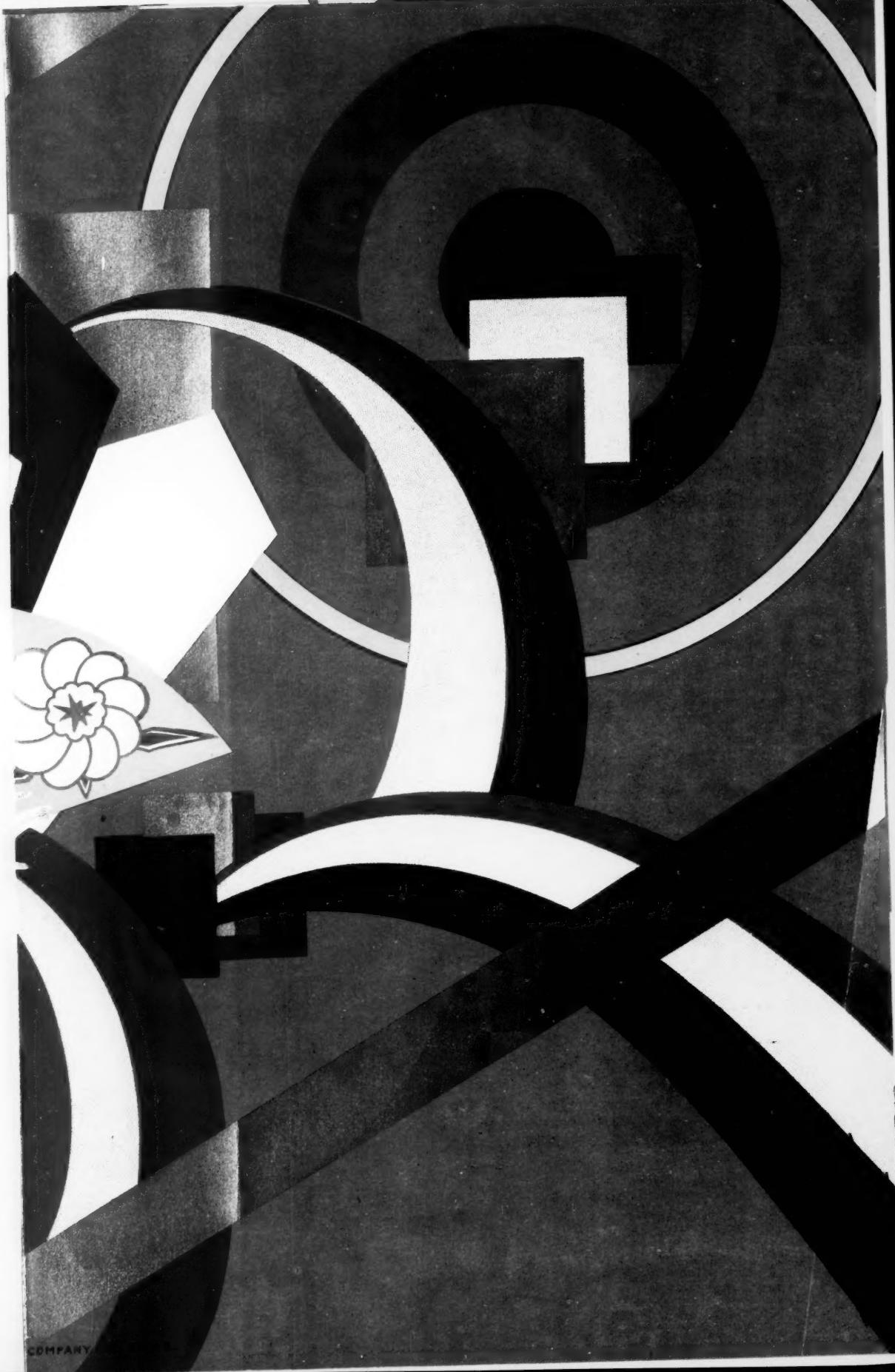
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INTRODUCED BY R. R. HENWOOD COMPANY



COMPANY



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START THE NEW YEAR RIGHT SIGN AND SEND

Peters Machinery Company,
4700 Ravenswood Avenue,
Chicago, Ill.

Please tell me when a Peters Engineer will call to
survey my plant for installation of Peters Packaging
Machinery.

THE best proof that Peters
will help you increase
profits, have a better looking
package and be all set for the
New Year—is—Sign and Send!

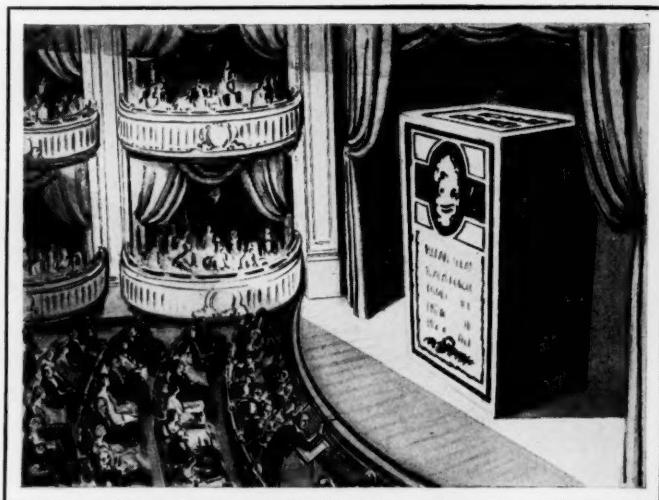


PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



A more critical audience

Your package has
a more critical
audience than
ever before ~ ~



PEOPLE are becoming more and more critical of everything they buy. This more critical attitude concerns every manufacturer of package goods. The package which was good enough several years ago may be losing sales today, simply because it does not quite measure up to modern standards.

For example, a few years ago fine chocolates were simply packed in a nicely designed carton. Today that package of chocolates is out-classed, unless it is neatly enclosed in a transparent wrapper—the final touch that says "quality."

You will also find a higher standard of neatness in the way wrappers are placed around packages. The wrapping must be smooth and tight, the printing accurately registered, the end folds neatly sealed. Such popular toilet soaps as Lux, Camay, Guest Ivory, etc., are examples of perfectly wrapped packages that appeal to the fastidious taste of the modern woman.

Educational campaigns of manufacturers have also taught the public the value of wrapping that protects the freshness of a product—witness the

advertising of Sunshine Crackers and corn-flake manufacturers, calling attention to the waxed-glassine wrapping of their packages.

We have played a part in this trend toward better packaging by furnishing the machines to do the wrapping—the majority of the package goods manufacturers use our machines. Naturally we have learned a great deal, and we place this experience at your disposal.

How we can help you

Are you seeking a better looking package? . . . Greater protection for your product? . . . A way to wrap a new product? . . . Machine production for work now being done unsatisfactorily by hand? . . . Lower packaging costs? No matter what your wrapping problem may be, bring it to us—solving problems built our business.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

New York: 30 Church Street Chicago: 111 W. Washington Street
London: Baker Perkins, Ltd., Willesden Junction, N. W. 10



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

BOX POWER

The main reason for box or package coverings is to create sales of merchandise.

Specialty Papers by Dejonge give more than mere appearance to boxes; more than beautiful colors and unique designs. They give BOX POWER . . . attention compelling selling power!

Send in the coupon below for the latest Dejonge sample book showing Specialty papers by Dejonge which assure BOX POWER.

NEW YORK

CHICAGO



PHILADELPHIA

LOUIS DEJONGE & Co.

COUPON

Louis DeJonge and Company, Dept. C.,
69 Duane Street, New York City.

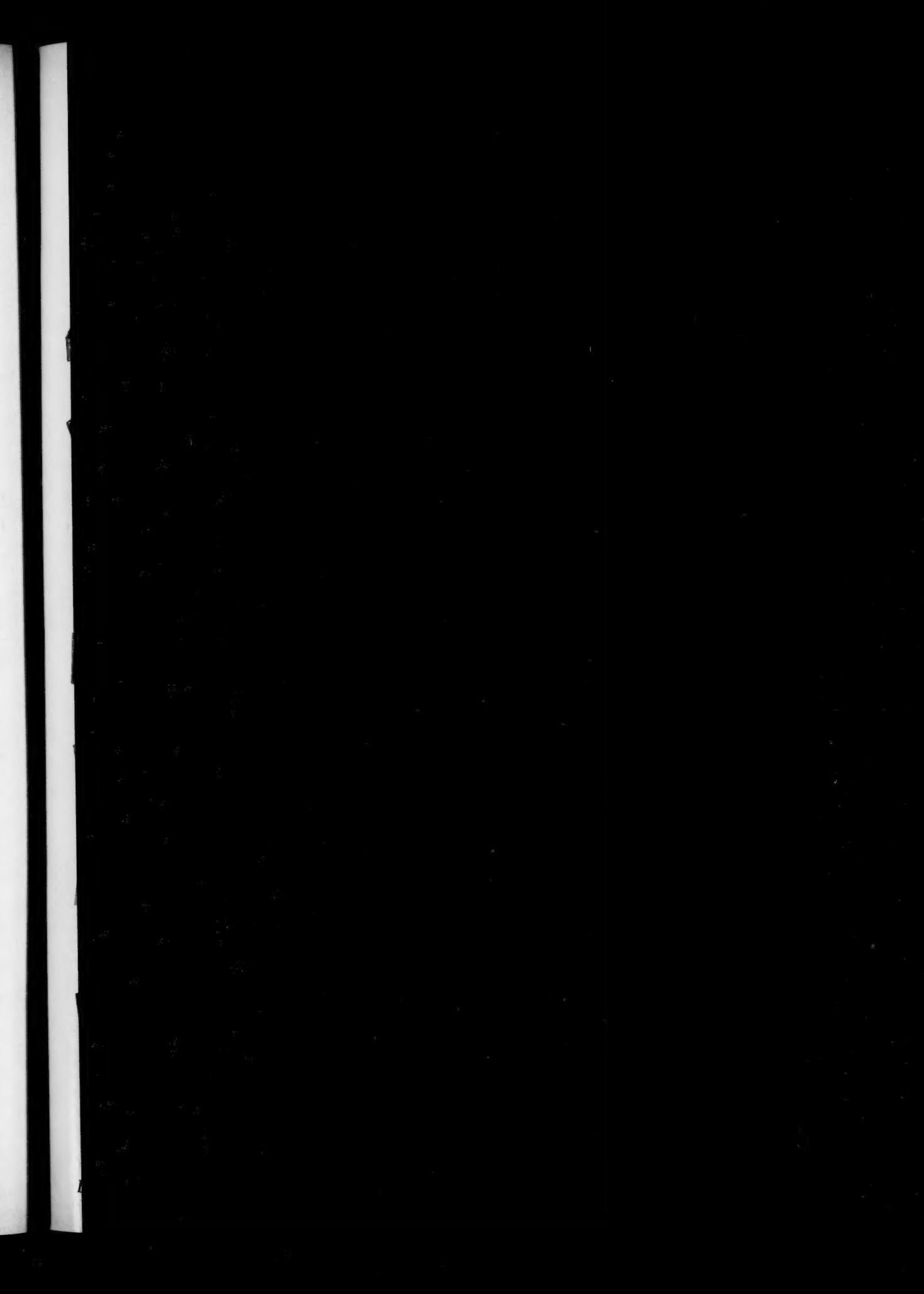
Kindly send me sample book No. 233

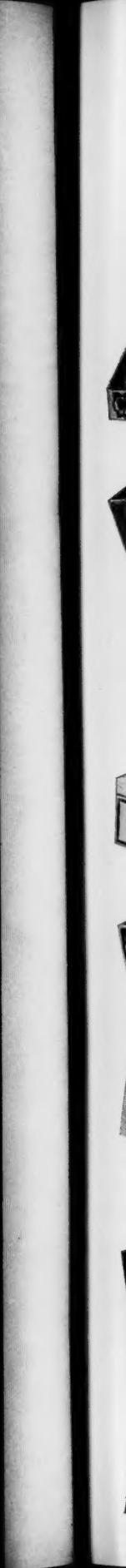
Name

Street

City

State





CARTONS



THE Chicago Carton Company for over twenty years has supplied cartons to leading manufacturers in every line of industry.

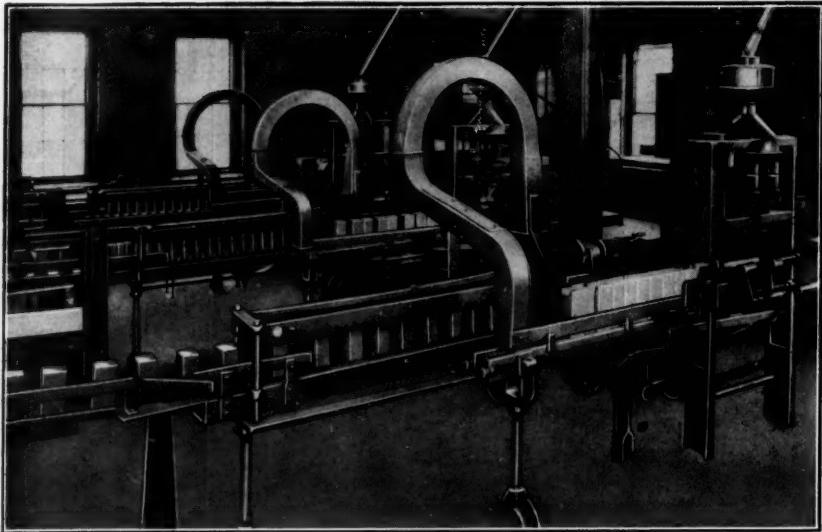
These years of experience have built for us a reputation for service—quality—originality.

We manufacture plain and printed folding paper cartons made from all grades of box boards, plain or treated with silicate and paraffin. We also manufacture laminated boards of every description including asphalted and glassine lined which give the maximum resistance to grease and moisture.

Millions of our cartons are being used successfully on all types of packaging machinery and we are continually designing display boxes and other special styles of cartons to meet our customers' requirements.

Send us your inquiries. Give us an opportunity to show you what we can do.

CHICAGO CARTON COMPANY
4411 OGDEN AVE. **CHICAGO, ILLINOIS**



Each of the three Ferguson Carton Sealing and Filling Machines shown in this installation at the plant of the Ohio Salt Co., at Rittman, Ohio, turns out 60 packages of Chippewa Salt per minute.

Ferguson Machinery Packs the Salt That Gives Savor to Every Food You Eat.

Without the essential savor of salt there would be something lacking in the rarest and finest of viands, as well as in all the common foods of every day that sustain human life throughout the world.

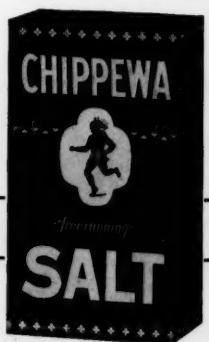
Ferguson Packaging machinery speeds up production, saves labor and valuable floor space, and thus has cut costs in the manufacture of Chippewa Salt, as it has for hundreds of other famous products.

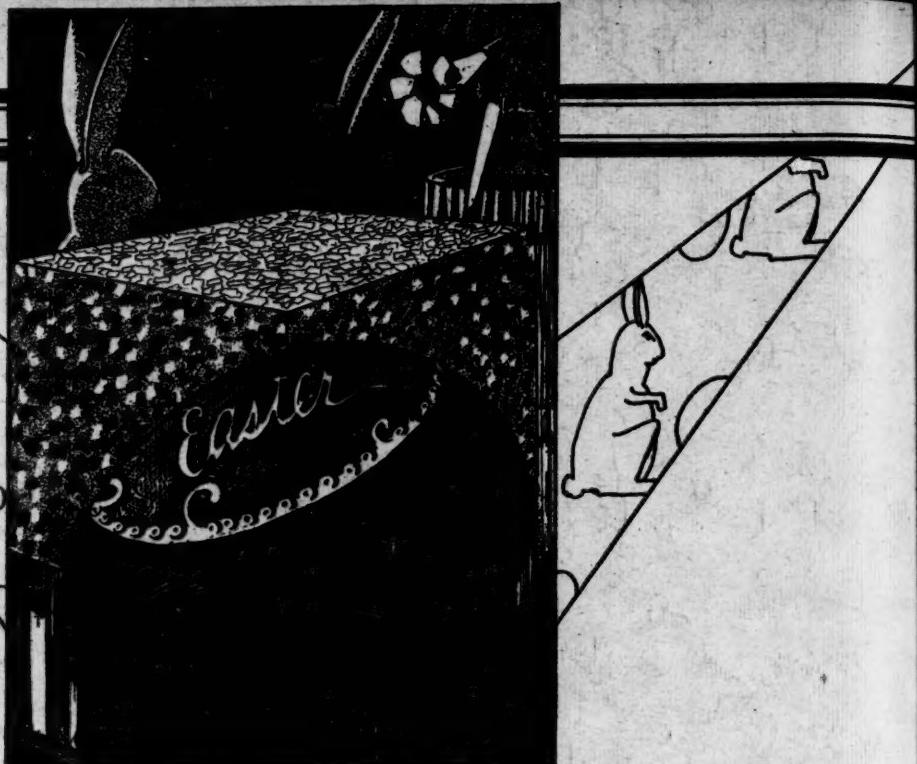
You, too, can increase production and sales by the use of Ferguson packaging machinery.

Chippewa Salt is manufactured by the Ohio Salt Co., of Rittman, Ohio. It is packaged by Ferguson machinery, and here is one of the secrets of its constantly increasing production and demand.

Ferguson machinery is unsurpassed in the neat and uniform appearance it gives to the packages turned out. It also insures correct net weight. It is simple, economical and easily operated.

Consult a Ferguson engineer. This service is gladly extended without obligation on your part.





EASTER

A time for colorful rejoicing—the major festival of Spring. Q For Easter packaging the scintillating colors of Palette vie with nature's riotous springtime hues. Q One of the Made in America Box Covers? Of course!

Sample Book will be gladly sent upon request

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Mills and General Offices
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DID HE EVER HURRY?



OTED for his free advice—a penchant for twine and bags—an ear for gossip and a disregard of disorder—this old-timer was symbolic of his day.

But manufacturers discovered a quicker way to build volume and a profitable turnover. They took saleable units, put them in sleek, clean containers and advertised. The modern retail store is stocked with paying, packaged merchandise. Customers recognize standardized brands at a glance. With greater convenience has come selling speed, and with speed the volume that spells money.

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This stock is firm and durable—provides a clear, coated base for color printing or lithography, and gives the necessary impression of fine quality. The selection of Ridgelo Clay Coated Boxboard is, after all, only good old-fashioned common sense.

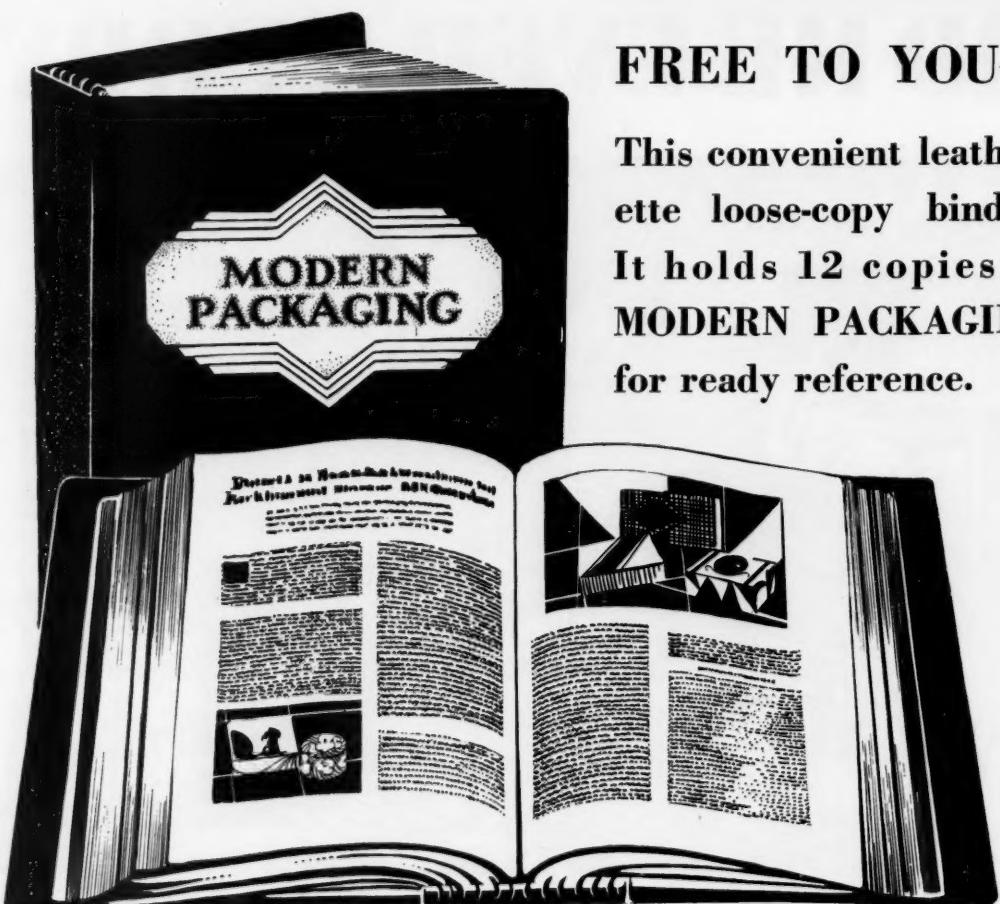
*For further information on Ridgelo Clay Coated Folding Boxboard
in modern box merchandising, you are invited to write us.*

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Made by

LOWE PAPER COMPANY
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This convenient leatherette loose-copy binder. It holds 12 copies of MODERN PACKAGING for ready reference.

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Act now as the supply of binders is limited.

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11 Park Place, New York, N. Y.

Gentlemen: Enter my subscription to MODERN PACKAGING for 2 years and send me, postpaid, a leatherette binder. Total cost to me is \$5.00—the subscription price alone. (Check enclosed.)

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COMPANY BUSINESS

ADDRESS

CITY STATE

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The Paper Products Co., of Baltimore, Md., gets profitable top-notch production with Monitor machines.

It Will— *If You Use MONITORS*

"This department doesn't really make me any money, but I can't do without it. Just a necessary expense." . . . You've often heard manufacturers say that—perhaps you've said it yourself—perhaps it applies to *your* packing room.

But it need not! Packing rooms can earn their own way and make profits for the firm . . . where Monitors are used. Occupying only four square feet of floor space, Monitors ordinarily bottom stitch 3000 containers a day. They don't require a skilled operator—any girl can run one.

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PHILADELPHIA, THE BOURSE

BOSTON, 531 ATLANTIC AVE.

Latham Machinery Co:
1143 Fulton St., Chicago

All right, show us how the MONITOR Bottom Stitcher will cut our costs.
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A Better Package Helps Johnson & Johnson Increase Sales



The spool of adhesive plaster fits snugly into the lithographed tin shell container, the curled edges of which protect against dust and dirt and avoid sharp edges. The spool is held in place by three small lugs in the bottom of shell, the spool end snapping behind these lugs. Pressing the end of the spool easily snaps it out of the lugs when spool is to be removed. This new shell obviates all outer wrappings and the advertising value of both top and bottom of the package, as well as the new lithographed tin body has been utilized.

at your service

CONTINENTAL CAN COMPANY INC

Executive Offices: NEW YORK: 100 East 42nd St. CHICAGO: 111 West Washington St.
SAN FRANCISCO: 155 Montgomery St.

"It's Better Packed in Tin"

Johnson & Johnson

Mr. C. C. Conway, President
Continental Can Company, Inc.
100 East 42nd Street
New York City, N. Y.

November
Seventh
1929

Dear Mr. Conway:

Let me take this opportunity to thank you and your organization for the cooperation extended us in the development of the new type Shell Container for our Zonas and "Z O" Adhesive Plaster lines.

This new Shell Container has been a gratifying success from the start and has assisted in materially increasing the sales of both our Zonas and "Z O" lines.

Development work of this character by suppliers is most helpful to the manufacturer.

The close personal attention given this matter by your organization has been most helpful and I am taking this means to let you know we appreciate it.

H. W. Roden
Alco.

Very truly yours,
H. W. Roden
JOHNSON & JOHNSON
Director Medicated Plasters Division

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1929.

VOLUME THREE
NUMBER FOUR

NEW YORK, December, 1929

\$3.00 FOR THE YEAR
35 CENTS A COPY



Courtesy of Paramount Pictures

To all those whose efforts during the past year have been directed toward contributing some part of the fabric of good cheer at this season of the year—

Merry Christmas



New Stationery--New Packages

White and Wyckoff Company Offers Interesting and Colorful Selection of Boxes in Extending Line of Writing Papers to Trade

A new package for a new product is always required. Just what size and shape will be the container the ultimate retail purchaser is to bear away from the store with him—what design and colors are to be used, what features are to be brought out—depends, of course, greatly on the product itself. It would be ridiculous to merchandise hardware items in the luxurious, exotic containers that the perfumer has found so stimulating to his sales. There must be appropriateness and good taste, a strong conformity between product and container, some sort of kinship or complementary union, as it were. The utility commodity and the beautifier are of different clans entirely, although as to the reasons for the garb in which they are adorned when the public meets them, there is much in common. Their apparel—the package—is chosen with the utmost care in order to suit their rank and station. Whether theirs is a lowly place or an exalted one, the same care and discriminating meticulousness is apparent in the outside container.

Recently, the White and Wyckoff Manufacturing Company of Holyoke, Massachusetts, was confronted with the problem of introducing a new line of stationery, having added it to an already extensive list of stationery products which have proved themselves to be excellent examples of the modern packaging art. It is interesting both to inspect the boxes chosen, many of

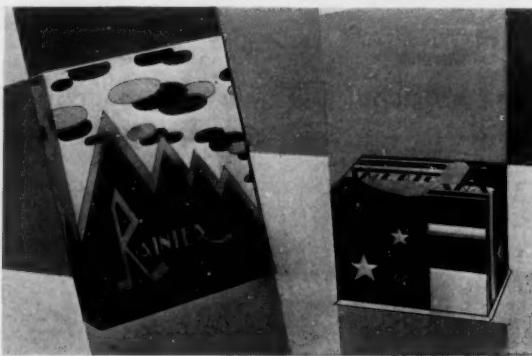
which are illustrated here, and to study the causes leading up to the final selections.

The size and shape of the boxes were easily decided, for they depended on the size and shape of the sheets of note paper and the envelopes that were to be encased. As the contents were required to fit compactly so that the impression created by the box itself would be preserved when the cover was removed, this usually difficult matter was dispensed with at once.

The stationery was new in design, hence the package had also to be new in design in order to suggest the character of the most predominant quality of the product; but the stationery went further than mere newness—it was modernistic, hence the boxes should also bear a modernistic design.

Lithographed and water color printed wraps in brilliant and subdued colors carried out the modernistic designs in pleasing effects, some bearing the same design as the note paper within. The boxes were further individualized by giving each one a distinctive name—Nuance, Modernique, Fantasie, Mirande, Athalie, Moderne, Moderno, Rhapsody in Red, Ensemble Package, Bacchante, Rainier and Americana.

The intimate, modernistic group made by this new line of papeteries would at once suggest to the dealer that here was offered to him the material for splendid window, counter and shelf



Modern designs interpretive of the title employed

displays. As a result, the entire line was presented to his customers in a fitting manner.

Modernistic designs allowed the use of splashes of brilliant color, the use of which would be of questionable taste in a conventional design. When arranged for display, either singly or in group formation, the new boxes would command instant attention, the kind of attention that leads to close inspection—and sales. The striking boxes, new, modern, colorful, would cause hands immediately to reach out for them, open them and look within. The packaging problem ends here. The quality and arrangement of the product must do the rest. And in the case of White & Wyckoff, it has.

Many of the covers are illustrated with impressionistic figures such as the head of a girl or an animal form to designate that the note paper is for sophisticated people who observe the present-day trends in other matters. Other covers denote elegance. Even the conventional writing paper box has been brought up to date in this group by means of a design that will please the dyed-in-the-wool correspondent of the old school.

The interior packaging has not been neglected in the enthusiasm for outward splendor. The contents are compactly arranged and neatly tied with narrow bands of ribbon in colors that harmonize with those used on the wrapping. If the envelopes are lined, as many of them are, flaps are turned back to reveal them. The boxes are made of sturdy material that will preserve the shape and beauty until the last sheet has been used.

This line is essentially a novelty one and is not intended for long life. Appeal was made to the current market, observing current likes and dislikes. As contrasted with the packager who must design a package that will be in good standing for as long a time as possible, wide departures in design could be made with profit.

Above and beyond all other packagers the stationer is forced to observe the trend of the times with the utmost diligence, for the public has been taught to seek newness



The ensemble package combines stationery and a calendar

in stationery boxes. Last year's gift box must be discarded this year in favor of something a trifle different, for there are countless donors who give the same recipients stationery season after season. The item as a gift proves the ideal present in a great many instances—it has the right personal touch; the price is correct; it is in good taste, etc. No other type of gift would be quite appropriate. It is both ornamental, decorative and useful.

There is, of course, a vast army of correspondents who have been using the same note paper for years—the kind of writing material that comes in sober containers for general utility purposes. And each manufacturer of stationery has his staple line—one that sells well in and out of season, for there are always personal letters to be attended to and our own particular brand of stationery soon becomes identified with us. We look for the same color of envelope, the same size and shape, etc., from our regular correspondents.

However, when stationery became a gift item—and a very popular and attractive one at that—it seemed rather prosaic to make any one a present of note paper which he always had on hand on his writing table. A gift should not be a day-in-and-day out commodity. At least it should be made not to appear so. (Thank the package for not making it look its part.) The gift should smack strongly of a gala holiday season. Hence the demand for attractive stationery packages which will be suitable for gifts will always be insatiable. So while other manufacturers may rest secure in the knowledge that their packages will long continue to sell and enhance the value of their wares, the stationer must ever court his customers with packages that are new, modern, colorful and that lift his product from its utilitarian level to the elegance of the gift shop.

White & Wyckoff has admirably performed its task in this respect. New lines are retaining stationery items as gift items—a position they reached several years ago.



Brilliant colors in modernistic effects strike a new note in stationery containers

EDITORIAL

A Steady Helm

AS oil on troubled waters comes the word from Washington, as expressed by industry heads, economists and others in attendance at the Hoover conferences, that a general basic soundness exists in business. Contrary to impressions in certain quarters as to the far-reaching consequences of the recent stock market fiasco, it is now generally agreed that the crash was not responsible for business and financial conditions, the readjustment of which has occasioned the series of conferences at the nation's capitol. Henry Ford has tersely summed up the situation by saying that the "collapse of speculation may have been the occasion of a business hesitation, but it certainly was not the cause—the stock market does not make prosperity, but prosperity is absolutely essential to such an inflation of values as we have seen during the past year. When an inflated market breaks it does not necessarily carry general business down with it, but when general business declines it invariably deflates the artificial values of the stock market. That is what happened. It was only a temporary diversion of business men's attention that prevented them from seeing what was happening."

The Harvard Economic Society in a recent bulletin states that "Business conditions remain generally sound and abundant credit is still available for industrial and financial purposes, so that we believe that what is taking place is a correction of an over-extended speculation situation which will be accomplished without changing the fundamental factors making for continued business prosperity." Unquestionably the trend will be toward the diversion of the national wealth from speculative and toward industrial channels.

The present decline of business, apparent in some quarters at least, is due to what has been termed as an undersupply of purchasing power, a suggested panacea for which is to place additional value into goods or reduce prices to the level of actual value, or to start a movement to increase the general wage level. At this writing the latter measure has been announced as policy by Mr. Ford in his various companies. There is likewise an indication on the part of labor employers that wages are to be kept at present levels, rather than effecting a decrease. With such a situation as this, retail sales can be kept up, factories and plants will continue to operate and there will be no let-down in employment—a condition which can only make for extended prosperity.

A study of conditions in the retail fields shows that while sales among the higher price ranges have been affected, those among department stores have held up. Among food, drug, and retail stores as well as the chains there is shown a strong tendency toward increased sales.

The trend of business as recently expressed in a survey appearing in *Nation's Business* pointed out that for the first nine months of 1929 mail order houses reported sales 29.9 per cent in excess of those for a similar period last year while chain stores showed a 26.4 per cent increase. For an eight months' period, department stores sales showed an increase of 2.9 per cent. Our exports gained 8.6 per cent during the first eight months of 1929; imports, 9.6 per cent—both being the largest since 1920.

With such indications as these and the wholesome effect which can be created when business men discuss in conference those things which make for stability and progress, there is little need for economic worries in industry. The helm is steady and the momentary concern for the future of business is but a passing cloud.

Packagers Should Look Ahead

PARTICULARLY at this season of the year one obtains a kaleidoscopic view of packages of every shape and color. It is the time when every package resource must be utilized by the manufacturer, for now more than ever must his goods contrast favorably with those of his competitor if he expects to obtain his share of the holiday trade which represents, or should represent, a high peak in his sales curve. If he is foresighted, he has long since obtained his quota of package materials, sufficient to assure no shortage that will handicap the distribution of his product to dealers.

Packaging supplies—containers, wrappers, labels and the like—require time in the designing and making. The suppliers of these must be permitted a reasonable time for their preparation. So that it at once becomes incumbent upon the manufacturer to make allowance which will assure delivery within a specified time. In certain lines buying has already started for next year's requirements; in others, the period commences in the spring months, and by the time summer is well under way the greater proportion of the placements are made.

Is not now the time to look ahead and prepare for next year's requirements?

Progressiveness vs. Tradition

ON all sides we hear the question, "Can we change our packages and labels without losing the identity and present advertising value of our packages?" Manufacturers of standard products seem to be particularly anxious to bring their packages up-to-date but at the same time are fearful that a departure from the traditional dress of their products will result in loss of identity and confusion of the product with competing brands.

An illuminating illustration of the results of a departure from a traditional package is outlined in the article on page 29 of this issue. Curtice Brothers Company approached the adoption of a new bottle with the same misgivings that beset many other conservative manufacturers. All phases of the new venture were weighed and tested before the change was made. Even after a new bottle was selected it was thought necessary to submit it within a limited area for consumer approval before attempting general distribution.

Tests within this area proved that, although the standard bottle with its narrow neck and resultant inconvenience in use had been identified with this particular product since 1868, the wide-mouthed bottle, new in shape and promising convenience in use, was quick to attract not only the established market but new outlets as well.

This illustration, as well as many other successful experiments in this direction, demonstrate that the traditional appearance of a product can be changed without the sacrifice of established prestige provided, of course, that the new package is attractive, appealing and possesses other features that justify the change. Methods of effecting the change, however, vary with the type of product involved, distribution area and advertising methods.

When Does Responsibility End?

AT just what point in selling does the responsibility of the manufacturer of packaged merchandise cease? Is it when the packages leave the factory? When they reach the retail store? Or when the product is finally sold to the consumer?

In the earlier days of merchandising the responsibility ceased when the product was shipped from the factory but today we find that it has shifted to the point where the product actually reaches the consumer, and in some instances, even beyond. In other words, the actual production and packaging is only a part of the manufacturer's job.

Loosely grouped under the term "dealer aids" we find magazine and newspaper advertising, window strips, display material for window and counter displays and other aids to the retailer. All of these are worthy of serious consideration on the part of the manufacturer of packaged merchandise. Even the best packages will be of little value if improperly displayed and the growing trend is toward providing retailers with attractive, efficient display materials. Any display material that will simplify the retailer's problem will assure better position on counters; and shelves and in windows and materially increase retail sales.

Each product, however, must receive individual attention and the creation of efficient display material is by no means a matter of luck or chance. Recognition of the value of colors, sturdiness of construction and suitability both for the products to be displayed and the surroundings all play important parts in the selection of displays.

With the advent of many new recruits to the packaging field—meats, fish, frozen fruits, etc., the responsibility of the manufacturer increases. Not only must the display container provide advertising appeal and dealer convenience but it must maintain the proper temperature for the product. Modern merchandising extends the responsibility of the manufacturer to the moment that the product actually reaches the ultimate consumer. It is part of his job to see that his product is carefully shipped, properly displayed and in perfect condition when it reaches the consumer.

The Exception to the Rule

VIOOLATING almost all the rules of packaging the "gift-shop" package demonstrates that it is the exception that proves the rule. It bears usually neither trade mark nor trade name and yet it acts as a convincing advertisement, not only for the merchandise contained but for related or staple articles.

Undoubtedly the prestige packages of this character have achieved is due to an unconscious reaction on the part of the buyer to a "pleasure impulse." Psychologists tell us that pleasurable sensations are remembered for a greater length of time and with greater force than unpleasant ones. The purchase of a gift item is usually preceded by a pleasant or happy thought and the actual purchase is most often made in attractive surroundings. Packages created for gift items depend for their popularity upon a high degree of beauty and attractiveness. Frequently other packaging principles are sacrificed in order to achieve an elaborate, decorative container and the results obtained through the use of this type of package are frequently astonishing to those who consider a trade mark, trade name, and sales messages integral parts of a good package.

Much can be gained through a study of packages in this field and the lessons learned may well be applied in packaging for other markets. A realization of the pulling power of an attractive container will greatly simplify packaging problems.

A Common Bond in Packaging

IN closing these editorial pages we cannot refrain from echoing a thought which has already been given wide publicity—even though our admonition may be somewhat late. "Shop, wrap, and mail early."

We are particularly interested in the second request. Each year brings to the market a wider and more elaborate choice of containers and wrappers and presents to the manufacturer of packaged goods a more complex problem of how to meet the competition offered by others. For the past year, and previously, we have presented to readers the trends and practices in package, label and wrapper design which have been tried and not found wanting, and in accordance with accepted merchandising principles in the several groups which we serve. In the coming years we expect to continue this policy, believing firmly that each group can profit by the packaging methods utilized by the others.

Packages in the Spotlight



Upper left: An introductory package containing a miniature perfume bottle and powder compact consists of a blue paper-covered box wrapped in blue paper decorated with silver butterflies and is used by Lucretia Vanderbilt, Inc. Upper right: Bright colors in a modern design against a white background are used to decorate a small candy carton. By Ludens, Inc. Below: A folding carton decorated in blue spatter effect is used to contain twelve small boxes of matches and a metal cover. Center: The modern design employed on the bottle labels is repeated on the case to hold six bottles. Below: A lithographed tin container decorated in gay colors with a black lid for Johnson's Chocolate Bazaar. The light portion is wrapped in Cellophane and the package is tied with gold cord.

A Bottle Conquers Tradition

Curtice Brothers Company of Rochester, New York, Prove the Worth of the Application of New Ideas in Packaging

By K. M. REED

IN these days of keen competition among manufacturers of food products the introduction of a new package, label or container frequently gives impetus to lagging sales. In addition, the new container provides fresh "talking points" for advertising and assures prominent display space for the product in retail stores.

Such has been the experience of Curtice Brothers Company of Rochester, N. Y., since the introduction of a new type of bottle for ketchup and new labels for canned foods. Both these innovations have resulted in increased sales of the product, added interest in advertising and better position in dealers' windows and shelves. Begun merely as an experiment, the results of the change have been so startling that the new bottle is completely replacing the old type of bottle formerly used for Blue Label Ketchup.

The history of the introduction of the new bottle is an interesting one. For some time this company had been considering a change in the type of container used for its principal product—tomato ketchup.

The standard bottle which had been used with very little change since 1868 was unattractive and out of date. In addition, because of the semi-solid consistency of the product it was frequently necessary to pound on the bottom of the bottle in order to jar the ketchup loose and start it flowing. The new wide-mouthed bottle would permit the ketchup to flow easily and would also prevent the formation of the clot of ketchup that usually forms on the narrow-necked old-fashioned bottle.



The new bottle and display card present an attractive and thoroughly modern appearance

of the future advertising planned by the company.

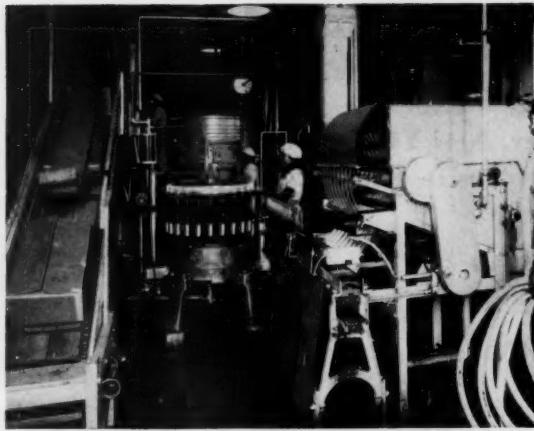
The counter display designed for use with the new bottle is developed in blue, red and white. It is modern in shape, color effects and typography and in complete harmony with both the new bottle and the advertising campaign. Particular mention is made on this display card of the new features incorporated in the bottle. A slot in the display exactly fits the bottle and holds it in position on the dealer's counter.

Other products manufactured by this company have

THE new bottle is decidedly modern in appearance. The twelve narrow panels formed by the bottle produce a light reflection that adds to its attractiveness, and the sloping neck of the bottle provides ample space for the new label.

A test to determine consumer reaction was begun in Rochester early last summer. The results obtained indicated a large percentage of dealer and consumer approval. Encouraged by the results of this test the company went ahead with an extensive advertising campaign. Within two months the volume of sales for the new bottle was 30 per cent greater than those of the old bottle and, in addition, a great many new outlets had been established.

Probably one of the most important features of the campaign was the extensive advertising of the new bottle. Window strips and advertising of all kinds carried reproductions of the bottle in both color and black and white. Dealers were supplied with counter and window displays and an outline

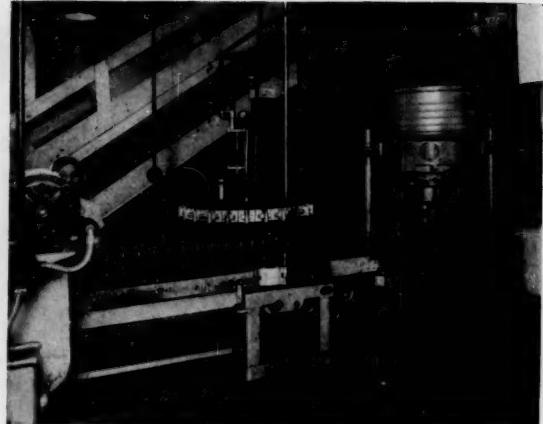


Bottles pass on conveyor belts from sterilizer to filling machine

also been modernized. Labels have been redesigned and simplified and the new labels are developed in simple color and art effects. These new labels possess high visibility. As can be seen in the accompanying illustration, the old label (center) was developed in an elaborate design and complicated, ornate artistic effects. The new labels consist of two strips of blue and white. A reproduction in natural colors of the fruit or vegetable contained is printed on the white portion of the label. A restricted amount of copy is placed in a panel in the reverse side of the can and the trade name is printed in type possessing high visibility. Dealers have accorded prominent display space to cans labeled with the new labels and the resultant sales have been most gratifying.

Readjustment of the bottling machinery to accommodate the new bottle has been accomplished and at present four lines of machinery are operating at a high degree of efficiency and speed.

CORRUGATED shipping cases filled with empty bottles are delivered by chutes to the sterilizing machines. Here operators insert the bottles into the sterilizer where they are subjected to a thorough washing and sterilizing. Leaving these machines the bottles are



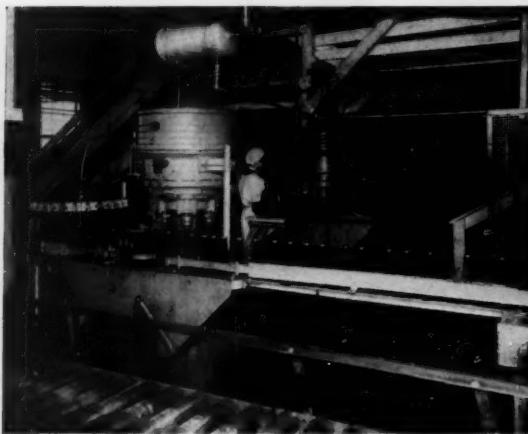
Bottles are automatically filled at a speed of from 70 to 90 per minute

deposited on a conveyor belt which carries them to a filling machine. Entering the filling machine each bottle receives an automatically controlled amount of the ketchup. This machine is capable of a speed of from 70 to 90 bottles per minute.

Filled bottles then pass directly to the capping machine which is kept supplied with specially coated metal Crown caps. Bottles are automatically capped and then move on a conveyor belt over a cooling rack where they are sprayed with cool water in order to arrest the "cook," thus maintaining the rich, red color of the product. The speed of this belt is so regulated that about 15 minutes elapses between the time the bottles enter the rack and the time they emerge.

As the bottles leave the cooling rack they are sprayed with air in order to dry the bottles before labeling. An automatic labeling machine applies glue to the printed label, spots it on the bottle and presses it into place.

Leaving this machine, the bottles again pass along a conveyor belt between rows of operators who inspect each one for imperfect or scratched labels. Defective bottles are removed from the belt and the perfect bottles pass along to operators who place the metal screw cap in position and give it a twist to hold it in place.



Automatic capping keeps pace with the filling machines



Inspection of labeled bottles takes place before packing for shipment



New labels possess high visibility. Old label in center

Operators at this end of the belt are provided with printed shipping cases and box board liners. Bottles are hand packed into the cases and protected by liners. A sheet of box board perforated with holes just large enough to admit the tops of the bottles is placed on top of the filled case and aids in keeping the bottles in position.

Throughout the bottling department careful attention is given to efficient handling of materials and the product. Scrupulous cleanliness prevails throughout the plant and the arrangement of machinery makes possible a tremendous output with a minimum number of operators.

EQUIPMENT AND SUPPLIES

Sterilizing machines: Karl Kiefer Machinery Corp.
Filling machines: Karl Kiefer Machinery Corp.
Capping machines: Crown Cork & Seal Co.
Labeling machines: O. & J. Machine Co.
Labels: Stecher Lithographic Co.
Bottles: Owen-Illinois Glass Co.
Caps: Crown Cork & Seal Co.
Screw caps: Anchor Cap & Closure Co.

Packaged Luncheon Sets

THE boxes shown in the accompanying illustration are used by the Athol Manufacturing Company of Athol, Massachusetts, to package its Terek Modern Table Cloths and Terek Modern Luncheon Sets. The special feature of the products, the fact that they never have to be laundered, is clearly illustrated on the lithographed wraps. Due to the fabric of which both the table cloths and luncheon sets are made, the housewife has merely to wipe the surfaces with a damp cloth after use to restore them to cleanliness.

The illustrations, arranged in a modernistic design in pastel shades, portray a housewife standing over a table,

cloth in hand. A caption reads, "A damp cloth does your Terek Laundry." Another illustration is that of a tiny tot who has just spilled a glass of milk over the table in front of him. This is captioned with "Children cannot harm Terek." A minimum of copy explains why the advantages of Terek is included on the package.

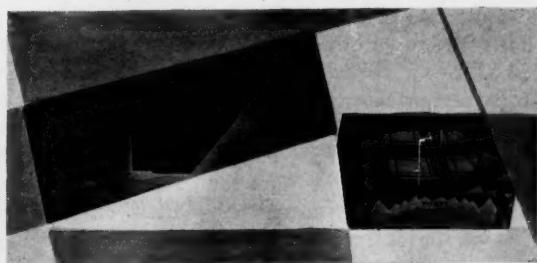


Illustrations on the package explain the sanitary features of the product

Specialty Shop Packages

THE two paper products shown below are cleverly packaged to further the demand for them in the department and specialty store. Each utilizes the tried and true merchandising advantage of displaying the product by means of an opening in the package. Decorated paper napkins are packaged in an attractive folding carton which has a large circle cut out of the top cover. This opening is covered with Cellophane. The edges are printed with a modernistic geometric design in blues and reds. The copy appears on all four sides and also on the bottom.

The other package contains eight large sheets of assorted fancy wrapping paper for the retail trade. The general put-up is much like the accepted flat container used extensively for crepe paper. A novel cutout which shows a portion of one of the enclosed sheets represents a package in miniature. By this means the customer sees at a single glance exactly how a



Cut-outs in the packages display the product

box will look when covered with this paper. Strips of cardboard (colored red) are left about the cutout to demonstrate how the package will look when tied with ribbon. Both products are manufactured by the American Tissue Mills of Holyoke, Massachusetts.

When Package Use Establishes Trade Mark Rights

Federal Procedure with Respect to Manufacturers' Privileges in Claiming Priority Recognition or Protection for Their Containers Is Outlined

By WALDON FAWCETT

THE relationship of the package to the trade mark is not generally understood. If one advances the theory that the trade mark is in any degree dependent upon the package for a position of security under the law, he will be met with scoffing and jeers. Many business men will not so much as admit that the trade mark and the package are interdependent, with a parity of importance in making up good-will assets. The forces of business have gradually come to realize the influence and dollars-and-cents value of trade marks. As for an assumption that the trade mark owes anything to the container, the obligation is supposedly the other way about.

It is high time that this attitude of scorn or lack of appreciation for package support of trade marks was changed. As a matter of fact, the package is the most important and most prominent factor in establishing trade mark rights. There is no intention, to be sure, to impute that use on a package is essential to the existence of a commodity brand or to its official recognition as a trade mark. In the case of various articles of commerce (notably raw materials sold in bulk) trade marks have been introduced on goods that have not yet been put out in packages. But, by and large, and to an ever-increasing extent, the package is the logical trade mark "carrier" and, as such, determines the measure of trade mark security.

That the package plays a part so vital in the cultivation and protection of business good-will is due to the one prime requisite for ownership of a pedigreed trade mark. All too little reckoned with in business circles is the secret that property right in trade marks springs not from creation, adoption or advertising exploitation of the mark but from actual use of the mark on the goods. This is where the package comes in as the nurse and sponsor of trade mark equities. Proved habitual use on packages is, indeed, the ideal refutation for any charge of deficiency in bona fide employment as a trade mark. In one way or another, packages have frequently saved the day for challenged trade marks. Package capabilities in this respect are worthy of examination because packages can contribute in various ways to trade mark validity.

Indeed, to begin with, we find circumstances in which it is not even package use but merely package possession that spells salvation for an imperiled trade mark. This

angle is due to the fact that the tenderest spot of the U. S. system of trade marks embraces the question of trade mark priority. When two or more firms seek sole use of a trade mark—a species of conflict that is bound to occur more and more frequently as competition increases—determination of which has the superior right to the brand rests almost entirely on official ascertainment of which party was first to use the coveted mark in interstate commerce.

OFTEN the question "Who was the first comer?" is difficult to answer, especially if a mark has been in use for a considerable length of time. Not foreseeing the present-day difficulties over popular nicknames, many "early settlers" in trade were at no pains to preserve documentary evidence of times and places of initial use. In a surprisingly large number of cases, the dates of trade mark beginnings must be established by what might be termed indirect proofs or circumstantial evidence. That is where the package comes in as the chief hope.

Although a veteran user of a long-lived brand may have been careless in preserving direct evidence of the inauguration of traffic under trade mark, he usually has, in his office files, papers of some kind bearing on the packaging of the trade-marked product from the inception of distribution. These packaging contacts may take the form of copies of orders for containers, vouchers, invoices or receipted statements covering shipments of packaging materials. Where professional package designers or engineers have had a hand, there may be correspondence to bear witness. Even the stockroom records of the plant covering containers received and stored may help to visualize early packaging arrangements.

The value of all this packaging history is that the tribunals of the U. S. Patent Office (the Government's clearing house for trade mark registration) and the Federal courts are willing to accept packaging preparations as an earnest of actual use of trade mark. The logic applied by Federal arbiters under such circumstances is that no trader orders packages bearing a trade mark unless he intends to put that trade mark into circulation. Furthermore, since the tying-up of capital is involved, it is a safe assumption that no trader buys containers, specially manufactured with his trade mark, until he is

just about ready to begin distribution. Hence, the willingness of the authorities to accept a proved date of delivery of trade-marked containers as the approximate date of the inception of interstate commerce under the trade mark.

If the package is capable of serving as a lifesaver for the trade mark that has been tardy in obtaining a birth certificate, it may do as much or more for the trade mark which has been jeopardized by interruption in use. As readers doubtless know, a trade mark which has been intentionally abandoned by an original owner may be registered by a new claimant. Consequently, there are plenty of the new generation of branders always on the watch for chances to inherit effective trade marks.

This provision in Uncle Sam's rules of trademarking is prolific of more or less trouble all the while because claim jumpers pounce upon inactive trade marks which the original owners assert, in defense, were never intentionally abandoned, but of which use has been merely suspended temporarily. There are, of course, any number of legitimate reasons for allowing a trade mark to take a vacation. For example, during the World War, many American trade marks were compelled temporarily to retire from service because manufacturers could not obtain supplies of sugar or other ingredients necessary to the production of the specialties that had been marketed under the suspended trade marks.

FEDERAL referees have always respected to the utmost the rights of a trade mark owner where it could be shown that a trade mark had not been definitely discarded but had only been given a recess. If a dispute arises between an original owner and a would-be successor by default the content invariably turns on the question of intention to abandon. Contrary to the supposition of some persons, duration of time cuts little figure. Judicial umpires have, on occasion, condoned non-use of a trade mark for periods as long as five or six years when it could be shown that the originator of the trade mark had it always in mind to resume use of the brand when circumstances allowed.

In a trade mark tussle of this kind evidence is diligently sought on both sides, as to intent to keep a trade mark. It is just here that packages may, and often do, hold the key to the situation. The evidence that Federal censors find most convincing of intent to keep a trade mark alive consists of retention of the paraphernalia for branding with the trade mark in question. A stock of packages bearing the indicated mark is proof positive. This is not mere theory. On more than one occasion in recent years it has actually happened that an original owner of a valuable trade mark has been confirmed in possession of his mark solely because he was able to prove by the testimony of his employees that he had retained in his stock room, during a period of interruption to production, a supply of containers carrying the trade mark which was to be resurrected in due course.

If package "exhibits" are capable, as we have outlined, of saving the prey of trade mark snatchers, how much more may be claimed for the ability of packages to attest

trade mark intent through trade mark display on the package. This opens a subject that, at first glance, appears a bit complex or technical, but that is, nevertheless, vital to trade mark security. In this age of composite trade marks, tremendous importance attaches to what is designedly the real trade mark—the essence of the identification. Many a trader focuses for popular recognition on only a part of the design he registers at the U. S. Patent Office. Or, a composite trade mark, as it appears before the public, may embody common words or free-to-all features that the nominator of the mark had specifically renounced or "disclaimed" before he could register any part of it.

WITH such a state of affairs existing, it follows that the censors at Washington have to analyze many of the trade marks that are presented to them for entry. They must dissect every suspicious mark to determine what is its dominant feature—wherein is the kernel of the trade mark. If thus called upon to x-ray a trade mark, the Federal examiners usually go first to the package. That reveals the truth as to trade mark intent. By consulting the typographical arrangement of the trade mark on the package—noting what portions of the trade mark ensemble are emphasized and what portions are subordinated—an examiner may ascertain what impression the brander seeks to make upon the public mind and, in the light of that knowledge, may decide on the registrability of the material. More than once have trade mark applications been rejected at Washington because use on the package did not jibe with the use set forth in the application.

While we are on this phase it may be well to give warning of that undue haste in package use which is susceptible of working havoc to an innocent trader. By insistence of the law a trade mark, duly registered, should, when displayed on a package, be accompanied by the notation "Registered U. S. Patent Office." The packager, presumably, is only too glad to mount what is equivalent to a "No Trespass" sign, because it may serve to scare off possible poachers who are sobered by the implied threat of trouble. Trouble is in store, though, if the packager introduces his boast of Federal recognition before registration is an accomplished fact. The too-previous announcer may mean no deception. He may have ordered his containers against an anticipated date of registration that was not realized. Or he may have supposed that so soon as his application was in he was privileged to claim membership. All the same, it is hazardous to rush notice of registration on the package. If Uncle Sam catches the packager at it he denies the application for registration on the ground that the applicant has been guilty of deception.

Does it appear fantastic to say that package size may have a definite bearing on Federal construction of trade mark rights? Gospel truth, nevertheless. This phase of package influence is part of that latter-day conception of the dangers of confusion in trade which takes into account environment in distribution, the channels of trade in which goods go to market, etc. Under this new

code, when a state of "interference" is declared to exist as between two or more similar trade marks, the Federal arbiters do not content themselves with a bare appraisal of the parallel marks in terms of sound, appearance and meaning. On top of that, they look into the *use* of the marks, the settings, surroundings of the devices and the manner in which the clashing marks function as bywords.

Here, just here, enters the package equation. If, for example, it develops that trade marks which are near-doubles are both in use on small packages sold to consumers at low prices, the Federal guardians of the business peace hold that there is more risk of confusion in trade than if the dress of the goods were sharply in contrast. By the same doctrine, packages that are sold over the same counter—retailed in the same stores or the same departments of stores—are more susceptible to mix-ups owing to trade mark resemblances than would be these same packages if dispensed via widely separated outlets. Yet more delicate is the deference which the government supervisors accord to a senior trade mark which the every-day consuming public translates into terms of package description. If it is established that the public is calling for its wants by such a corruption as "The package with a bird," the officials are apt to be extra stern in warning away later comers whose trade marks might be distinctive enough for all ordinary purposes but would share in the "character" given to the pioneer's package.

WHILE package use will do much to establish and entrench a trade mark, it is unwise to expect too much from it. The conspicuous example to give point to our warning is the use of sample packages or complimentary packages to comply with the requirements of the law. As has been pointed out, no trade mark has any standing with Uncle Sam until it has been employed to serve a real trade mark purpose on goods shipped from one state to another. This might seem to be a simple requirement. But it seems to bother some business men, especially those who wish to make sure of their trade marks before they begin distribution. Every now and then some one undertakes to find a way out of the difficulty by making up a number of sample packages and dispatching these to selected dealers or prospective consumers in several states.

This is a case of love's labor lost. Or worse. Ordinarily the Government will not accept an adventure in free sampling or spotty unsolicited distribution as being the kind of commerce that the trade mark law calls for. There is nothing against the use of a small package. And the courts have declared very pointedly that a trademarker must not be denied registration merely because he started in business in a small way, with a volume of limited proportions. But the fact that samples are given free seems to create a prejudice in the official mind against this version of trade. Besides, it brings about the feeling that there is lacking the element of permanency. The very essence of trade mark rights is found in permanent, continuous commerce in regular channels. Anything that smacks of a gesture merely

for the sake of conforming with a requirement of the law does not sit well with the administrators at Washington.

In anticipation of possible questions, it may be said that changes in package usage should have no effect upon the status of established trade marks. If a marketer who has been distributing in packages through wholesaler-retailer channels should elect to shift his packages to the direct-to-consumer trade, his trade mark stands pat. On the other hand, re-design of a package does not weaken vested rights in a trade mark so long as the trade mark itself is not altered. The original trade mark rights which were called into existence by use on a package are not affected if the same package form is put to new uses. But the trade mark "follows the package" only so far as the new packaging deals with related products, the sale of which is a natural extension of the business.

Weatherproof Wrapper for Candies

LIFE SAVERS, INC., of Port Chester, N. Y., has recently placed on the market fruit drops in a new form. These are made in the same manner as Life Savers and protected by a weatherproof wrap which this company claims will keep the product fresh until it reaches the consumer. The improved method of wrapping is shown in detail in the illustrations below.



A wax paper liner covered with heavy aluminum foil is used as a wrap

The double wrapper is wrapped nearly twice around before the label is attached



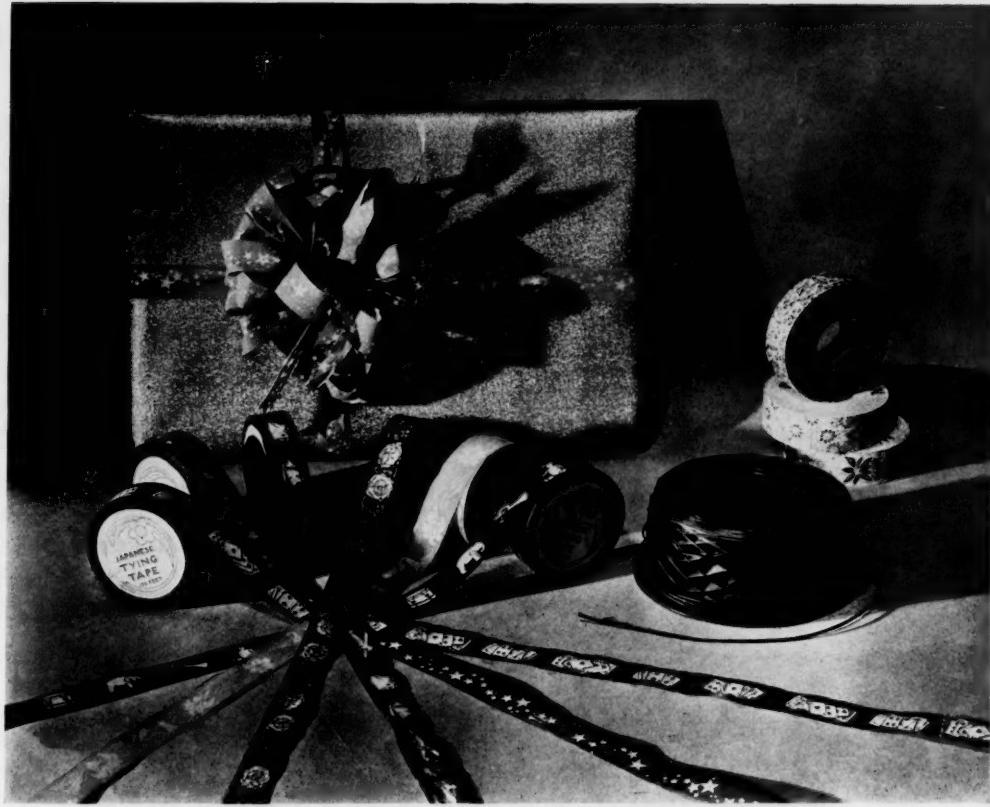
Then the ends are tightly twisted before sealing



The ends are heat-sealed producing tight closure

A Correction

AMONG the list of equipment mentioned as being used for packaging work at the plant of the Lambert Pharmacal Co. in the November issue of MODERN PACKAGING, we inadvertently neglected to include belt conveyors which are a substantial part of that installation. These were manufactured by the U. S. Bottlers Machinery Company.—EDITOR



Paper Tying Tapes for Packages

**Added Attractiveness and Beauty for Packages May Be Gained Through
the Use of Japanese Paper Tying Tapes**

By HARRISON ELLIOTT

Japan Paper Company

SOMETHING of that infinite care which Beau Brummell used to devote to the tying of his cravat is suggested today in that final and artistic touch given to the unsealed package with fancy paper tying tapes.

That the whole art of packaging does not rest entirely with the wrapping is exemplified by the artistic possibilities of Japanese paper tying tapes, creations of a daintiness characteristically Japanese and capable of many interesting applications. It is quite natural that a nation which has for centuries past put paper to such diversified uses should furnish us with this excellent combination of beauty and utility.

Light, strong and pliable, Japanese tissue paper is employed for these tapes and makes another useful and attractive tying when twisted into twine in a strand

about one sixteenth of an inch in diameter. This twisted tape comes in yellow, pink, green, red and blue and possesses a distinctive native brilliance. With its greater strength and durability twisted tape is more serviceable for rough usage and outer wrappings. It lends a colorful note to plain wrapping and is better suited for commercial purposes where time and rough handling have to be considered.

It is with the flat tapes that the more artistic effects are produced. The final tying in an ordinary bow may be executed with all the delicacy which is possible to get with silk gauze ribbon. By tying short pieces of tape so that they radiate from a common center like a many-pointed star, an effect may be obtained in single color or in many contrasting colors. The many-looped pom-pom produces a chrysanthemum (*Continued on page 55*)

Aluminum for Collapsible Tubes

Appearance, Strength, Flexibility, Lightness and Non-Toxic Qualities Obtainable in This Metal

ONE does not have to go back many years to recall the time when balms, ointments, salves, toilet creams and shampoos were packed in cans and jars exclusively. Some of these preparations are still packed in this way. However, the more progressive manufacturers employ collapsible tubes as well, because of the convenience they offer to the consumer in addition to the fact that they are much more sanitary.

It is for the consumer to say whether or not this or that preparation will become a part of his domestic scheme of things. The container itself has a great deal to do with the choice, and since a collapsible tube offers the consumer a maximum of convenience, it is only natural that the preparations packed in a collapsible tube should be selected rather than those in rigid containers—provided, of course, that quality is comparable and the quantity sufficient.

Since appearance is a vital factor in the development of that intangible asset—consumer goodwill—it is easy to understand why aluminum should be employed in the manufacture of many of the collapsible tubes. The bright metallic surface of polished aluminum offers a pleasing and forceful background upon which the manufacturer's trade mark or design may be printed in a way that will bring out every bit of the richness and coloring originally planned in the artist's design.

But beauty alone is not a requisite. There must be strength, flexibility and lightness. The ease with which aluminum may be worked and handled makes it particularly adaptable for fabrication into collapsible tubes, and insures satisfaction to the consumer. There is no danger of breakage because of insufficient strength, and the ductility of aluminum is such that the bottom of the tube may be easily rolled up as the contents are used. Aluminum is the lightest of all the metals used in the manufacture of collapsible tubes. This means that

the handling and shipping costs of any manufacturer using collapsible tubes made from this light metal will be lower than those of the manufacturer using collapsible tubes fabricated from heavier metals.

The non-toxic qualities of aluminum strongly recommend its use in collapsible tubes which are to be packed with medicinal and food products. There is no danger of poisoning.

Aluminum collapsible tubes are used for packing not only balms, ointments, salves, toilet creams, shampoos and food products but many other commodities as well. Adhesives and cements are often marketed in aluminum tubes, while possibly the most familiar use of collapsible tubes is in connection with toothpastes and shaving creams.

When aluminum tubes were first used for shaving creams, the tubes were attacked by the alkali in the soap. First, the tubes swelled from the hydrogen evolved by the chemical reaction. Then, as the corrosion continued, tiny holes developed through the aluminum and the cream oozed out. Today aluminum collapsible tubes are extensively used for

shaving creams because chemists have found that a small fraction of one per cent of sodium silicate mixed with soap does not change its quality but does keep the soap alkalies from corroding the aluminum.

Stock Sizes of Sealing Tape

MANUFACTURERS, distributors and users of gummed paper sealing tape, meeting with representatives of the Division of Simplified Practice, Department of Commerce, at the Congress Hotel, Chicago, Ill., on Oct. 7, approved a simplified schedule of stock sizes for gummed paper sealing tape. The recommendation is to be effective Feb. 1, 1930, subject to the approval of all interests.

A New Dress for an Old Product



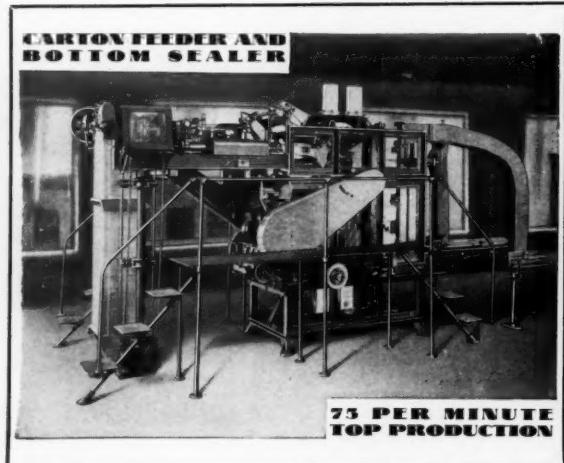
"Blue Label Ketchup in a bottle of that pours" is a splendid example of our unsurpassed facilities for operating with you in the solution of your sealing problems. If you have difficulties to overcome in connection with sealing, we can render you valuable service.

Confer with our Sealing and Mechanical Experts
C. C. S. Exhibit
Booths 81-82-83
Chicago Show
January 20-24 inclusive

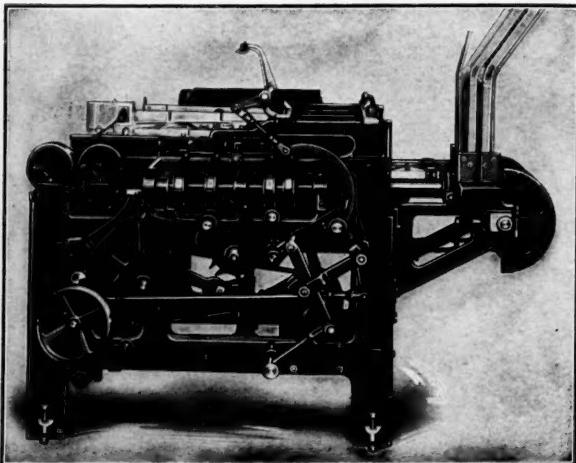
When Curtice Brothers started to develop "Blue Label Ketchup in a bottle that pours," they wisely brought their problems to "Sealing Headquarters." A special Axa Crown was designed for perfectly sealing the new wide mouthed bottle. Suitable Capping Machines were provided. In an amazingly short time the new package was in production.

Crown Cork & Seal Co.
Baltimore - Maryland

THE BATTLE CREEK WRAPPING MACHINE COMPANY
Announces the Purchase of the
JOHNSON AUTOMATIC SEALER COMPANY
of
BATTLE CREEK, MICHIGAN



Johnson Bottom Sealer with automatic carton feeder (flat carton type). A typical Johnson Model.



*Model 33 Wax Wrapping Machine.
A typical convertible Battle Creek Model.*

The physical properties are adjoining and will be operated together.

The increased plant facilities make it possible to give better service to customers of both companies.

Interesting new developments in automatic machines both for packaging and wrapping will be advertised and described in an early issue of

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Wrappings for Confectionery

Examples of Coverings Which Make Use of Transparent, Semi-transparent and Opaque Paper and Foil Are Described with Specifications of Each

By E. T. ELLIS

IGHT interesting types of paper wrappings for confectionery packers are considered in this article;¹ some in transparent paper, in semi-transparent paper, opaque paper, some in the form of a combination of opaque paper and foil, and others in foil alone. The wideness of the term "paper wrapping" is, therefore, at once apparent, and although attention has been called to this in the previous instalment, readers should appreciate that non-cellulosal as well as cellulosal materials are being used in increasingly large quantities for the covering, outer or inner, of different types of sweetmeats.

A transparent greaseproof toffee bar paper packing is shown in Fig. 1. Packers should note that this size is designed to take a single bar, slab, or piece, though with slight modification it can be used for several. The entire sheet is drawn flat to start with, and the base of the wrapped packet consists of A, plus 2A, A itself being the double outer base overlap, beneath which is a double inner base overlap. Perhaps it will be clearer if put in another way; namely, the base of the wrapped specimen is made up of E, plus D, plus C, plus B, E being folded on to D to its own width, C on to B to its own width, and then these two being folded on to each other, so that there are four thicknesses of paper on A, and only one on 2A. Folded in this manner A becomes the top of the packet and is printed on its outer surface in the direction of the arrows thereon.

The ends are made up of F and G, double right angle bends being required along the lines H2H, and M2M, two separate right angle bends are required along the line J2J forming the base of the slab, and a second line not indicated owing to the thinness of the slab, while two separate right angle bends are also required in a similar manner along the line I2I, and a similar concealed line. Two other pairs of separate right angle bends are required along the lines N2N and P2P.

The end section of the toffee bar is shown separately at Q, and from this it will be seen that only two base edges are angular, the others being rounded. With regard to the end underlaps, one of these is sketched out separately, the other being identical in character. This underlap is, as will be seen, definitely pointed. It folds under the base of the bar, double right angle bends, therefore, being required along the base edges JL and J2L in the whole sheet. The large fold C is

¹ See April, July and October, 1929, issues for earlier instalments of this article.

made first, and on to this B is turned.

Dimensions for this type of paper wrapping are as follows: Total length of sheet, $7\frac{1}{2}$ in.; total width of sheet, 4 in.; thickness of wrapped specimen, $\frac{3}{16}$ in. only; width of sheet overlap (i. e., that portion which contains four thicknesses of paper), $\frac{3}{4}$ in.; width of end underlap measured from apex to edge, $\frac{1}{2}$ in.; total weight, under $\frac{1}{4}$ ounce.

FIG. 2 shows a single-piece, semi-transparent paper wrapping favored for the packing of black treacle toffee bars. In this example, D is the top overlap, E and F together comprise the base of the wrapped specimen, C forms the top of the wrapped packet, while A, plus 2A, plus B form a treble thickness base underlap corresponding with F in the figure. In other words, B folds on to 2A, these two then fold on to A, and the three thicknesses together then wrap under C and on to F, the ends of this whole sheet again consisting of G and H.

Folds are required along the lines L2L, N2N, P2P, Q2Q, and R2R, as well as along J2J, and K2K. From what has been said it will be evident that the folds along Q2Q and R2R are double right angles. When made up, double right angles are also required along the short lines NP and 2N2P. The end section is shown separately at S, and here again this bar has only two definite angles, i. e., along its base margin. Printing is demanded all over the outer surface of the entire sheet including the ends in groups as shown by the three arrows on C. The two end underlaps, only one of which is shown, are again definitely pointed in character. The paper folds over on to the base of the wrapped specimen instead of on to its narrow end. In this instance the fold B of the end underlap is made first and on to this C is turned.

Dimensions of this type are as follows: Total length of sheet, $7\frac{1}{2}$ in.; total width thereof, $4\frac{3}{4}$ in.; thickness of wrapped specimen, $\frac{1}{8}$ in. only; width of sheet overlap, $\frac{5}{8}$ in.; length of end underlap from apex to edge, not from edge to edge, $\frac{7}{8}$ in.; total weight, under $\frac{1}{4}$ ounce.

FIG. 3 shows an interesting double wrapping for milk chocolate. The area of the base of the wrapped specimen, taking the entire sheet first, is made up of A, plus 2A, 2A being the extremely narrow strip which is left without a base overlap. In the ordinary way, however, A is considered to be the top of the wrapped

specimen and is printed in the direction of the arrows on its outer surface, a couple of lines of type usually sufficing. The inner base is shown at B, the outer base at E, which is printed on its outer surface in the direction of the arrows, usually three lines being sufficient. The front of the wrapping is shown by D, and the back at C.

The ends are extremely complicated, the left-hand end being made up of no less than nine portions lettered F, G, H, J, K, L, M, N and P, while the right-hand end is also made up of nine pieces lettered 2F, 2G, 2H, 2J, 2K, 2L, 2M, 2N and 2P. The bending also is complicated, requiring single folds and double folds. It is unnecessary in this instance to measure up the number of degrees, and it will, therefore, suffice to say that folds are required along the lines Q2Q, R2R, S2S, T2T, V2V, W2W, XS, 2XS, 3XT, 4XT, 4XV, 5XV, 6XW, 7XW, 2SY, 2S2Y, 2T3Y, 2T4Y, 4Y2V, 2V5Y, 2W6Y and 2W7Y.

The shape of the end section after folding is sketched separately. The small folds B and E are turned on to the end strip, which is made up of C and D, after which

base consists of E, plus F, giving B, plus A, plus 2B, one thickness of paper, and 3B, plus 2A, plus 4B, two thicknesses of this material, or rather of foil, plus the thickness of the paper band. The ends are compound, and consist in one case of 2E, plus 2C, plus 2G, plus G, plus 2D, plus 2F, and in the other case of 3E, plus 3C, plus 2H, plus H, plus 3D, plus 3F. Folds are required along the lines J2J, K2K, L2L, M2M, P2P and Q2Q.

The end section is sketched separately, and from this it will be seen that two of the corners are rounded and two are angular. Some marshmallows have a ribbed top, the ribbing usually being in the direction of the arrow. The end underlap is shown in a separate drawing. It consists of the particularly narrow strip B, bounded on the inner extremity by the line C2C. The foil of the base A is, of course, extended under B in the usual way.

The band is quite simple in character. The shape of the band should be carefully noted. The printed wording is usually within the ring, three or four lines of print in the direction of the arrows being generally sufficient.

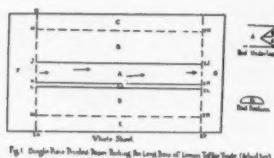


Fig. 1 Single-Piece Double Paper Band Wrapping for Long Bars of Lemon Toffee Under (Actual Size)



Fig. 2 Two-Piece Double Paper Band Wrapping for Milk Chocolate Praline Torte (Actual Size)

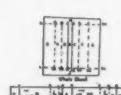


Fig. 3 Three-Piece Double Paper Band Wrapping for Milk Chocolate Praline Torte (Actual Size)

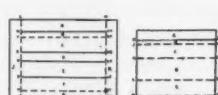


Fig. 4 Six-Piece Double Paper Band Wrapping for Milk Chocolate Praline Torte (Actual Size)

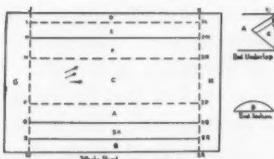


Fig. 5 Single-Piece Double Paper Band Wrapping for Marshmallows (Actual Size)

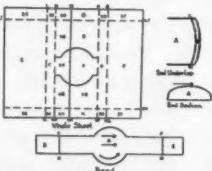


Fig. 6 Two-Piece Double Paper Band Wrapping for Marshmallows (Actual Size)

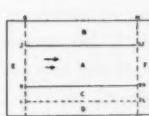


Fig. 7 Three-Piece Double Paper Band Wrapping for Marshmallows (Actual Size)

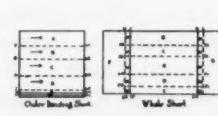


Fig. 8 Four-Piece Double Paper Band Wrapping for Marshmallows (Actual Size)

the large triangular fold A is turned on to them. It should be noted that this is a case of end folding only; i. e., the end folds do not extend on to the base of the wrapped specimen.

Dimensions of this type of wrapping is as follows: Total length of sheet, $2\frac{3}{4}$ in.; total width of sheet, $2\frac{1}{8}$ in.; thickness of wrapped specimen, $\frac{1}{4}$ in.; width of sheet overlap, $\frac{3}{4}$ in.; width of end overlap (there being, as already stated, no underlap), $\frac{1}{4}$ in.; total weight taking foil and paper packing together, under $\frac{1}{4}$ ounce.

PACKING men who do not already know will be astonished at the huge sale that there is for marshmallows. A two-piece packing for these is shown in the next diagram (Fig. 4). Taking the entire sheet first, the area of the base of the wrapped specimen is made up of A, plus 2A, plus B, plus 3B, plus 2B, plus 4B. The area of the base overlap is made up of 2A, plus 3B, plus 4B, while the area of the bend over the top is as will be anticipated, made up of A, plus 2A. One side of the wrapping consists of C, the other of D, with unshown extensions of the band thereon, while the

band is put around the foil-wrapped sweetmeat, with its ring in the position shown in the whole sheet, and B of the band then overlaps E of the band or vice versa, being attached thereto by means of adhesive. The bends, as a rule, are not well defined, and hence are not indicated. Examination of numerous specimens shows that the band is seldom actually affixed thereto, i. e., it moves not merely up and down but over the side edges. Hence the position of the bends, although the ring should be in the middle of the top, may vary.

Dimensions of this type are as follows: Total length of foil sheet, $4\frac{3}{4}$ in.; total length of paper band, $5\frac{1}{8}$ in.; maximum width of band, $1\frac{1}{4}$ in.; minimum width of band, $\frac{5}{8}$ in.; total width of sheet itself, $3\frac{3}{4}$ in.; thickness of wrapped specimen, $\frac{1}{2}$ in.; width of sheet overlap, $\frac{1}{2}$ in.; width of end underlap, $\frac{1}{8}$ in. only; width of band overlap, $\frac{13}{16}$ inch; total weight, taking band and foil together, under $\frac{1}{4}$ ounce.

IN flour confectionery the chocolate biscuit is an important line, and this takes many forms, one of which is found in the sports biscuit. Fig. 5 shows a two-

piece paper and foil packing designed to take single biscuits of the sports class. The entire sheet is shown and in this the area of the base of the wrapped specimen is made up of B, plus A, plus C, A being the narrow central base overlap. Actually, however, the specimen is put top downward, so that the top is made up of B, A, C, and on wrapping it, we find that D forms one side, F forms the other, and the two portions of the base are made up of E, plus G, one overlapping the other to form the central strip A, already referred to. The ends are made up of the strips H and J, and folds are required along the lines K2K, L2L, M2M, N2N, R2R, and S2S.

The actual nature of the end folds is shown in a separate drawing bearing the legend, "Concealed End with Folds," and from this it will be correctly assumed that the band passes over each end, and conceals the actual folds of the foil. In the case of the concealed end, the folds B and E are made first: i. e., they are turned actually on to the already folded inner end C, plus D, and after this the larger flap A is turned on to them.

A few words are required with special reference to the band, as this is of distinctive character. A is the illustration area forming a portion of the top, the whole of the top being made up of A, plus 2B, plus the narrow strip B to the left of A. One end of the band is made up of F, the other is made up of C, while the base of the band is made up of D, plus E, plus H, plus G. The rectangle H overlaps the rectangle E, and is affixed thereto by means of adhesive. Right angle bends are required, as will be anticipated by the trade, along the lines K2K, L2L, P2P, and Q2Q. The band is manufactured of opaque paper, printed in several colors on its outer exposed surface, the lettering or wording being confined to those portions arrowed, and the direction thereof being that of the arrows in each instance.

Actual dimensions of this type of paper wrapping are as follows: Total length of sheet, 4 in.; total length of band, $7\frac{3}{4}$ in.; total width of band, $\frac{7}{8}$ in. only; total width of sheet, $3\frac{7}{8}$ in. (i. e., the sheet is nearly square); total thickness of wrapped specimen, $\frac{1}{2}$ in. only; width of sheet overlap, $\frac{1}{4}$ in.; width of band overlap, $\frac{5}{8}$ in.; total weight, taking sheet and band together, under $\frac{1}{4}$ ounce.

FIG. 6 illustrates a single-piece packing widely employed by the chocolate cream bar branch of the confectionery trade. In this instance, A is the printed top, the printing being confined to the outer surface, and generally limited to two lines thereon. The front and back of the bar are rounded so separate strips are not shown, but the base plus the front and back, is made up of the three portions B, C, D, and when these are turned under B overlaps C in too narrow a strip to show in the drawing.

Folds are required along the lines G2G, H2H, J2J, and K2K, J2J and K2K being considered base edge folds. One of the two remaining folds, which as a rule are not well defined, is shown approximately by the line L2L; another similar fold not shown in the drawing is made midway across B. The difficulty experienced in show-

ing these bends will be evident if the end section M is noticed. Only two of the corners are definitely angular, the other edges being rounded.

Dimensions of this type are as follows: Total length of sheet, 5 in.; total width thereof, $3\frac{1}{4}$ in.; thickness of wrapped specimen, $\frac{3}{8}$ in.; width of base overlap, a fraction of an inch; total weight, under $\frac{1}{4}$ ounce.

It is not often that confectionery is packed with a double outer covering in addition to a double inner covering. This, however, is the case with the chewing sweets example sketched out in Fig. 7, the double inner cover having already been given in a previous instalment.

Considering the bar sheet first, which is, of course, inside the banding sheet, the top is made up of D, plus E, the back is made up of C, the front of F, and the base is made up of G, plus H, and A, plus B, H overlapping A to form the base overlap strip D. The outer edges of A and H are usually serrated, but the edges of J and K are smooth. Folds are required, as will be expected, along the lines L2L, and M2M, as well as along P2P, Q2Q, S2S, and T2T. The actual appearance of the folded ends is given in the separate drawing of the "Packet End with Folds." The first fold to be made is B, then C and D are turned on to it, and last of all A is turned on to the three.

While the six bar sheet is made of semi-transparent unprinted and waxed material, the banding sheet is prepared of opaque white paper printed on its entire outer surface in two or more colors. This banding sheet is open-ended. Its base is made up of A, plus B, plus G, G overlapping A, and being attached thereto by means of adhesive, while F also forms a portion of the base, this, however, being of one thickness of paper instead of two. The front is made up of E, the top of D, and the back of C. Right angle bends are required, as will be expected, along the lines J2J, K2K, L2L, and M2M.

Dimensions of this type are as follows: Total length of sheet, $3\frac{3}{4}$ in.; total length of band, 3 in.; total width of band, $2\frac{3}{4}$ in.; total width of sheet, 3 in.; thickness of wrapped six bar sheet packet, $\frac{1}{2}$ in.; width of sheet overlap, $\frac{3}{8}$ in.; width of band overlap, $\frac{3}{8}$ in.; total weight, taking both together, under $\frac{1}{4}$ ounce.

FIG. 8 shows a dual-piece paper and foil packing of the peppermint sweet branch of the confectionery trade. In some examples this foil packing is duplicated with a greaseproof paper packing and the example then becomes a triple-piece wrapping.

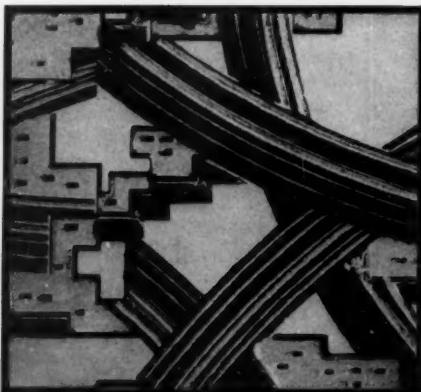
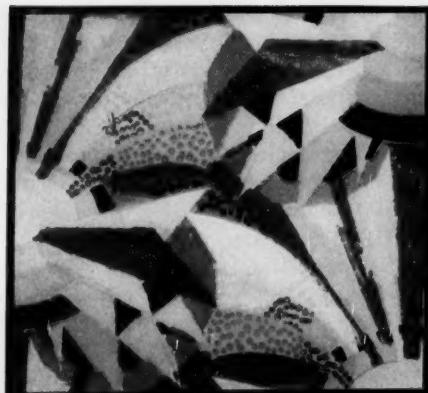
On the outer banding sheet, A is the outer top, E, 2E, 3E being the inner top, 2E being the adhesive strip by which A is attached to the inner top. The front is found in B, the base is found in C, and the back is found in D. Right angle bends are required along the lines F2F, G2G, H2H, and J2J. This portion of the wrapping is of white opaque paper, attractively printed in several colors on its outer surface in the direction of the various arrows thereon.

The sheet is made up of foil, (Continued on page 56)

Interesting New Decorative

A Wide Variety of Designs Suggest New

Right: A large modern motif in many shades of purple combined with black and gold. By Whiting-Patterson Co.



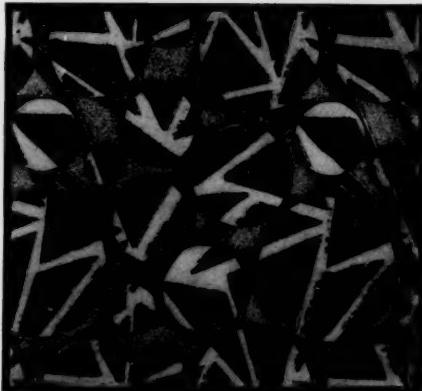
Right: Large colorful butterflies on a pebbled gold ground. By Whiting-Patterson Co.



Left: This design is suggestive of many features of modern architecture. In green, red, silver and orange on a blue ground. By C. R. Whiting Co.



Left: A geometric design in orange, black and silver on a bright blue ground. By Hampden Glazed Paper and Card Co.



Right: Figures in gay colors representing a wide range of sports on a white ground. By Royal Card and Paper Co.

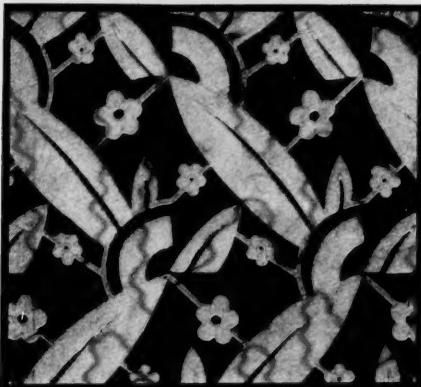


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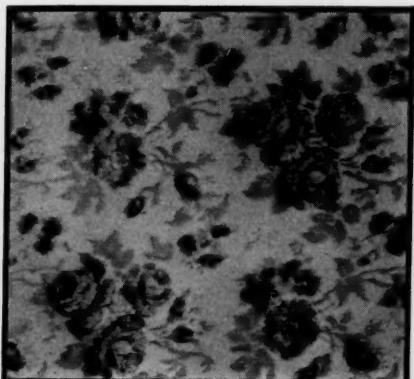
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New

Designs in Dec-Papers

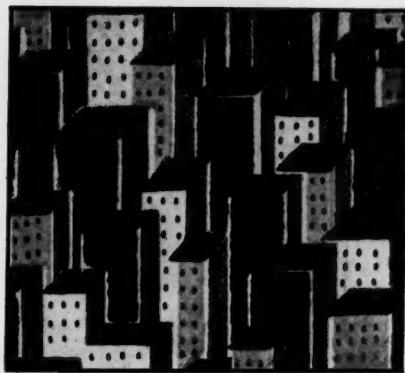
Designs and Colors Uses for Packages



Left: Modernized version of a flower design in silver on a black background. By Hampden Glazed Paper and Card Co.



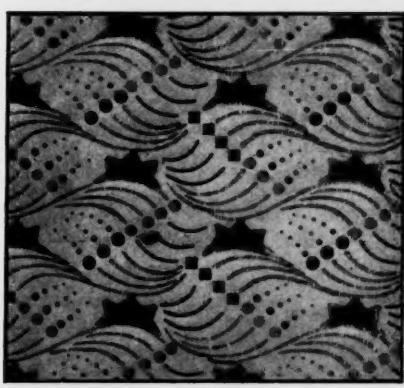
Left: Dresden design in soft pastel shades on a deep cream background. By District of Columbia Paper Mfg. Co.



Right: A section of the crowded city in bright colors, white and gold. By Beekman Paper and Card Co.



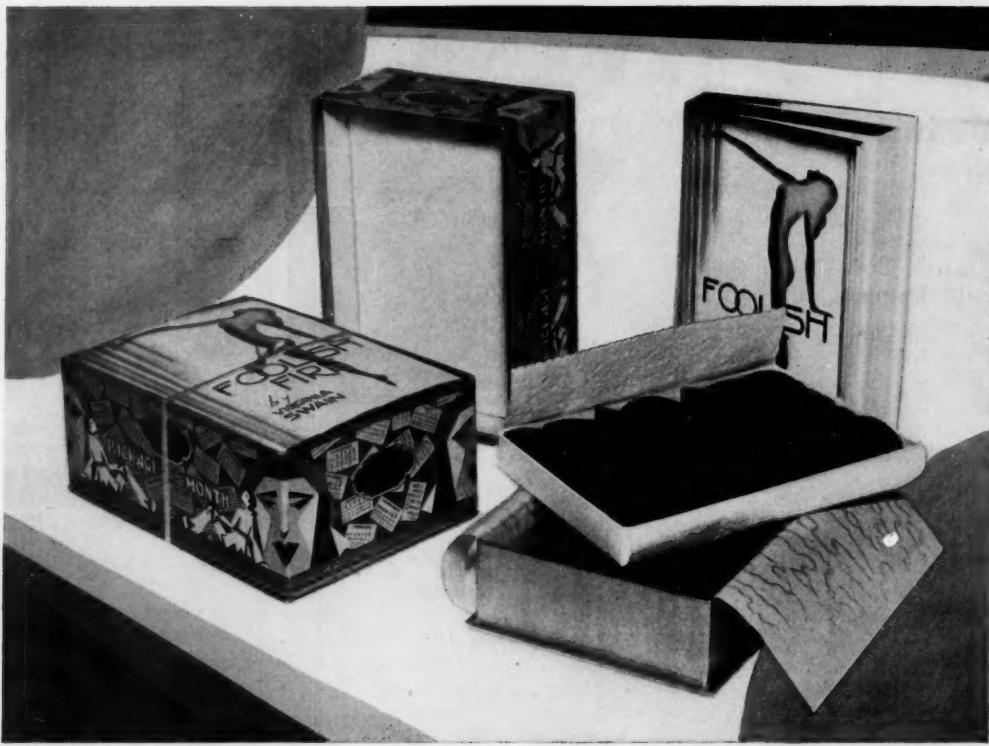
Left: Design of red, blue and red-bronze on a bright yellow background. By District of Columbia Paper Mfg. Co.



Right: A design in gold and black against a background of rich purple. By Louis DeJonge and Co.



Left: A rich red background displays an all-over design in purple, gold and white. By Louis DeJonge and Co.



The Package of the Month

THE problem of obtaining a "different" package for confections is one that every manufacturer of this type of product considers an almost impossible task. There are, at the present time, thousands and thousands of gift packages on the market and the selection of a novelty package that will attract immediate attention when displayed in competition with other packages requires careful thought and planning.

Confectionery manufacturers have long recognized the value of distinctive packages. Upon the package depends not only the initial, or first, sale of the product, but the establishment of its identity. Increased volume of yearly sales is built upon the winning of the buying public to that particular brand and not upon individual sales.

Realizing these facts, the F. H. Roberts Co., of Boston, Mass., manufacturers of Apollo chocolates, decided to obtain a novelty package that would attract immediate attention and, in addition, assure repeat sales. Many types of novelty boxes were considered but the majority of them were very similar to boxes being used by other manufacturers and for that reason were discarded. The final choice,

which is illustrated above, is not only entirely different from any other box used for this type of merchandise, but it embodies an entirely new merchandising plan which has assured repeat sales.

This package was selected as the Package of the Month not only because of its novelty but because of the sound merchandising principles which it possesses. It is new in design, color and idea. Many combination packages have been used to sell these products at one time or another but, to the best of our knowledge, this is the first package for candy which includes a new book.

THE design of the box itself suggests, by the skillful use of the design motif, a monthly package. Diminutive calenders are scattered over the background of the design, which is developed in grayish blue tones so that it will be in harmony with the covers of the books

which will form the top of the package each month. Grotesque masques at each corner suggest gaiety and aid in arranging effective displays when the packages are grouped on dealers' counters or shelves.

Harlequin figures in

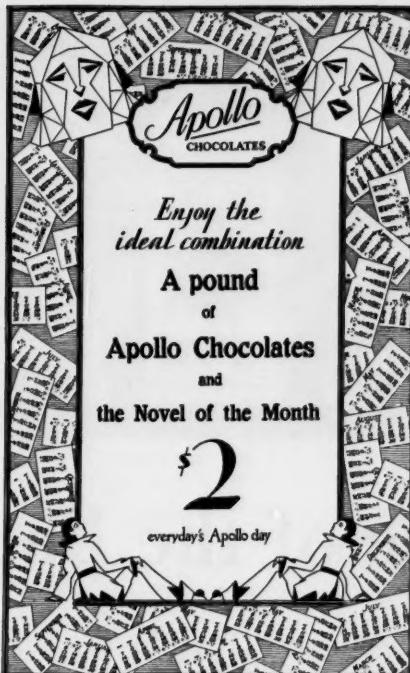


Window strip used in advertising the "Package of the Month"

bright yellow on the sides of the box form a frame for the title of the box, "Package of the Month," and the seal bearing the trade name of the product.

The construction of the box is interesting both from the standpoint of economy of construction and protection for the contents. The candy in two layers is fitted into the lower half and protected by wadding. The cover bearing the design is then placed over the lower half and the book is fitted into the upper portion of the box forming the lid. The package is then tied with silk ribbon and wrapped in Cellophane which is in turn sealed with labels bearing the name of the product.

As the title suggests, the package will contain a different novel each month. These books are not reprints but brand new novels by well-known authors identical with those sold in bookstores at standard prices. Dealers are sold limited quantities of these packages which they in turn sell to their customers on a plan similar to that employed by the various book clubs.



Display card developed in black and white in a design similar to that employed on the package

The design of the package is repeated in strips and display cards which are supplied to the dealer without cost. Additional advertising value has been gained by the use of the "of-the-month" idea with which the buying public has become familiar through the advertising employed by the numerous book clubs.

Certainly, this package is a refreshing novelty in a crowded field. It presents, at a moderate price, an unusual combination of products and makes an ideal presentation item which should result in repeat sales and materially aid in increasing the volume of yearly sales by maintaining interest from month to month. Orders received by the manufacturer for the first month far exceeded all expectations and demonstrated beyond doubt that an attractive novelty package will attract attention even in a highly competitive market and increase sales.

This package was designed and manufactured by the Mason Box Company, Attleboro Falls, Mass., exclusively for the F. H. Roberts Company.

Holiday Cakes in Novelty Packages

TO increase the sales of holiday cakes and cookies —package them attractively. This is the lesson learned in recent years by Schaefer's Cakes, Inc., North Fairfax avenue, Hollywood, California. By the use of attractive, novel packages this concern has greatly in-

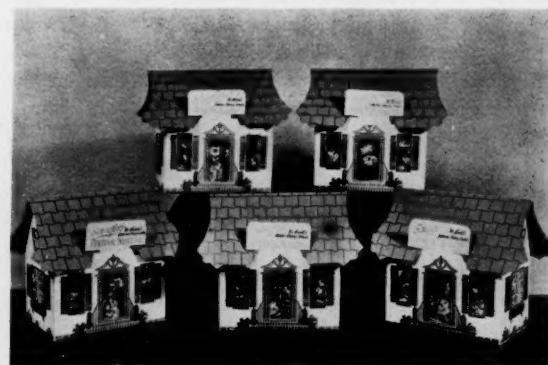
crease accordingly. So successful is packaging for this bakery, in fact, that peppernuts and fruit cake are offered in tins and packages all the year with excellent success.

This concern, started about six years ago in a small way as both a retail and wholesale bakery, is now wholesale exclusively and it covers all of Hollywood, Los An-



All year round packages for peppernuts

creased its sales of fruit cakes, peppernuts and other holiday dainties and this year it is expected that by the use of appropriate packages of this sort the sales of fruit cake will run over 25,000 pounds and sales of cookies will



Novelty packages that have attracted attention

geles, Long Beach and Glendale and makes deliveries to dealers as far north as Ventura, fifty miles away, and Santa Barbara, about a hundred miles away. Over sixty different kinds of cakes and cookies are baked.



Courtesy of Union Bag and Paper Corp.

The Rise of the Paper Bag

A History of Development That Has Made Possible Special Containers That Have Wide Usage

By **CLINTON F. WILDING**

Stanley E. Gunnison, Inc.

THE casual observer of a high speed bag machine of today—with its thousands of gleaming, steel parts, its machine-gun utterance of as many as 20,000 bags per hour—may well wonder how it was conceived and brought to practical operation. If the machine is also equipped with automatic rotary web-printing devices, in several colors, and if additional equipment takes the finished, printed bag from the end of the machine and automatically adds other features such as carrier-handles, thumb-holes, slits for later folding at the top, metal seals, or the like—the casual observer may wonder still further.

A sensible examination of the actual history of the American art of bagmaking will throw considerable light on the subject and will give a clear picture of developments quite intelligible. From early times, those engaged in dispensing from bulk retail quantities of various foodstuffs—sugar, flour, coffee, etc.—looked for means of economically wrapping or containing such goods, and rapidly enough as not to delay traffic.

The first method was to take a sheet of the precious rag-basis wrapping paper of the day, and furl it into a conical "toot," reminiscent of the *cornucopia* of the childhood Christmases of those of us who will never see forty again. Merchants' clerks became adept and swift in the fashioning of those tools—the trick was a *sine qua non* of graduation from apprenticeship, and doubtless the idea of anything better was regarded as incendiary. But vulgar progress at length appeared

in the pushing person of someone who found that a "flat" or envelope type of bag could be made by hand, and securely gummed or pasted against the seepage of sugar, flour or ground coffee. With the advent of this "Yankee notion," the tool began to go the way of the dinosaur.

Manufacture by machine is nothing but making artificial fingers do the work of the human hand. In this case, some young and impudent knacker took a good look at the establishment in which the handmade flat bag was made. The working place was quite naturally a table. The paper came to it in rolls. For convenience and speed, the manufacturer had suspended the roll at the end of the table on an axle or spindle, drew out the web of the paper continuously along the table, folded the web into a tube, sealed the seam of the tube, cut off the tube into appropriate, standard bag-length; turned up a small section to form a bottom, sealed that—and the job was done. This young and impudent knacker then (1855, according to U. S. Patent Office records) applied power to the doing of each of those simple operations—drawing out the web by means of friction-rolls; folding the web into a tube by means of guide-rolls; sealing the seam of the tube by means of a continuous paste-line, applied by a narrow disc in a dish of paste; cutting off the tube in the standard length by means of a rotary die, knife, or blunt-nosed bar against a sharp, toothed steel plate; folding up a bottom-section by means of properly-placed rolls;

and sealing the bottom by means of blank dies that literally "printed" the necessary adhesive at the proper time and place. By arranging a continuous "carrier" to convey the finished bag to a basket or hopper, the young genius completed the first wholly-automatic bag machine. It remained only to belt on the power—then an overhead shaft propelled by a steam engine, now an individual, variable-speed electric motor—and the first machine-made flat bags became a commercial fact.

SURELY, they ought to have been satisfied with that...but no! Other busybodies came along and pointed out that the bag would have much better containing-capacity for the amount of paper used, if the bottom of the flat tube had more breadth than a mere turn-up could offer. Undiscouraged by the sneers of the proprietors of the flat bag machine, these busybodies kept on until they had devised the "satchel bottom" still to be found in the heavy paper sacks of today, such as are used for flour, coke, charcoal, etc. Next there arose another school of freethinkers, who held that the flat bag was in general the real way to make a paper bag, but that it could be greatly improved by developing "tucks" or gussets in the side of the tube—and, by means of cleverly-placed plates, at the "web" end of the table, they actually succeeded in doing it, producing the "square" bag of today.

Last, in the early 80's, a group of modernists in Philadelphia—heeded by one Stilwell of honored memory—decided that, while the square bag's tube was just about the ideal, its bottom (the straight turn-up) left much to be desired. These extremists at last succeeded in building a machine that turned out a bag with gusseted sides and a square bottom...since known as the "automatic" or "self-opening" variety, and originally a patented monopoly of the Union Paper Bag Machine Company. Since the invention of the automatic or self-opening shape, there has been little or no variation of the bag proper. Machines have been simplified as to number and character of parts; more carefully designed as to economy in the "wear" or metals, thanks to the splendid example set by the automotive industry; and speeds greatly increased. But the four basic "shapes"—flat, satchel bottom, square and automatic—are still with us.

It is at least an unusual thing in industry that each successive invention in the shape of a bag should have been accomplished with the expectation of rendering the previous shape obsolete, and should wholly fail to do so. Each shape of paper bag has evinced some peculiar, characteristic virtue—some economy of manufacture or special adaptability as to available materials or usage—which maintains its current.

A word about the material (paper) used by the American paper bag industry seems advisable, before going on to recent developments. In the early, "handmade" days, the paper used (and sparingly used!) was of rag stock, and would now be considered too costly

for any use other than high grade bonds. But, early in the machine era, there came into circulation the brown, "straw paper," which some of our older readers may recall—and which nowadays is almost confined to the corrugated-board and mailing-tube businesses. Straw paper was of such poor tensile strength, and so "undersized" (susceptible to moisture) that, for bags of which any real resistance was expected, jute and manila rope were resorted to for paper-materials—producing beautiful sheets for bag and sack purposes, but being quite costly.

At the end of the century, the "sulphite" method of pulping soft, coniferous woods came into general favor—and soon bag-paper was 100% sulphite. And it was at this time, nearly thirty years ago, that the bag business anticipated the present day by suffering a rash of "color"—in view of the ease of staining the sulphite fibres, and the desirability of something distinctive in the rapidly increasing competition. Doubtless many of our readers can recall the vivid yellows, pinks and blues that lasted right up to 1913 or 1914. No sooner was sulphite paper well entrenched, and great mill properties predicated on that process, than there began to be imported from the Scandinavian countries a paper called "kraft"—light-brown in its natural state, and based on an alkaline wood-pulping process, known as the sulphate method. This paper was so much stronger and tougher than sulphite (permitted so much less basic weight or total substance to be used in a given job) that it quickly won its way.

More costly at first, the kraft process yielded to American engineering genius soon after the manufacture of it was begun in this country, about 1911—a recovery of the pulping-liquors proving possible. So that, by 1920, kraft pulp was being produced at costs as low as sulphite, making the resulting paper less costly than the necessary weights of sulphite.

For heavy and exacting bag uses, such as cement and flour sacks, rope paper has long been without compare. But recent developments in bleaching kraft pulp, without appreciable loss of strength, give hope that it will not be long before our domestic wood-pulp industry will find no commercial task beyond their



Courtesy of Union Bag and Paper Corp.
Bags of extra strength for heavy products

abilities. Sulphite paper continues in bag use only where a white or delicately-tinted sheet is especially desirable—and where great strength is either not a factor or can be secured by reinforcing the sulphite sheet with a duplex tube. In such specialized uses as the material for glassine, of course, it is difficult to imagine sulphite pulp as ever "going out."

PRIOR to a point about twenty-five years ago, bag manufacture was confined to standard, stock varieties of goods—largely grocers' bags, flour sacks, and (varying with the manufacturer) such lines as nail, shot, sugar, notion, millinery, poultry and banana bags. There was little general skill, on the part of factory operatives, in adjusting or revising any given type of bag machine to produce anything other than the set, standard combinations of dimensions. And even the basis-weight of the material that could be fed to a given class and size of machine offered little leeway. The tendency was to accept a machine as its producer delivered it, and to be content if it would merely do the standard things he said it would do.

At length, however, the manufacturer began to get inquiries for a bag of strange dimensions and odd materials. Investigation developed that it was intended for a purpose where a bag had never before been used. Perhaps the inquiry came at a "slow" time—perhaps the manufacturer happened to have on hand an excessive stock of that particular paper—at any rate, something finally moved him to wrestle with the machine. He succeeded, probably indulging in amazing "waste" in the course of the job, in making the article called for, and the special bag business began. At first, the manufacturer looked on such calls as being an annoyance he must endure as patiently as might be—as accommodations of his jobbing customers which he could hardly avoid. It is only natural that Union Bag & Paper Corporation should have been the first to abandon this attitude toward special bags—having entered the business, so to speak, via the machine shop. During the past eight or ten years, however, progress in special bags has been quite general, and commendable resources in all phases of special bag manufacture has appeared in many machine shops and factories.

To attempt a roster or review of the fields into which the special bag business has required its promoters to go would probably burden this article with unprofitable matter. A few indications may suffice. One of the early trends away from grocers' bags was the development of handsome, duplex packages for retail units of coffee, tea and spices. This work has been extended to include fancy flour compounds, and even to packages for inner tubes of automobile tires in export. Special paper bags have even been developed as shipping-cases for fragile porcelain and glassware. In the shipment and sale of arsenate of lead—a highly poisonous powder used in insecticide spraying, so fine that it is only a quarter the "size" of flour—official rulings required a completely-safe, sift-proof container.

The special bag industry promptly responded with the necessary inventions—comprising two entirely different methods of meeting the situation, both satisfactory and recognized in the amended tariff under which the railroads are now operating—and saving this growing industry (not to overlook the fruit-farmers and the poor consumer) the difference in cost between paper bags and metal drums.

This phase of the story could easily run into a volume of respectable size unless arbitrarily stopped at this point. Such extensions and growths—intensively cultivated for the last ten years—are giving new connotations to the term, "paper bag."

SUCH an extension of the business has gone far to change the complexion of a bag factory. To bag machines are now added machine shops, embossing machines, facilities for designing and commercial art, photo engraving, type-casters and composition rooms, printing presses, and in a couple of cases even its own ink factory and hydroelectric plant.

The story of the special bag business's development of the printing press alone is a chapter which deserves writing, but must be merely indicated here in behalf of space. From the early days, when a finished bag was printed "face only" or "front and back" on a slow costly Platen (job) press, to the towering rotary web presses of today, which print a web of paper "all-over" in three colors and gold bronze...to the automatic devices, on the bag machine itself, which print grocers' and similar bags at normal machine-speeds at costs of a few cents per thousand...this is a thrilling story of patient, single-handed, independent resource on the part of the industry's own engineers, designers and workmen. And not only in the laboratory, shop and factory have extensions and adventures become commonplace, but in the management offices and out in the field as well.

Direction and initiation of special bag business are latterly requiring that executives bring to the job a working knowledge of trade mark law, familiarity with and facility in design, art, engraving, and many of the other functions of an advertising agency, since, in the last analysis, capable exploitation of the special bag looks toward not only containing a customer's goods but also securing better retail-store display and heightened consideration at the hands of the consuming public. Out in the field, the old grocery bag drummer is a species almost extinct. The special bag salesman is now necessarily a combination of engineer and merchandising man rather than merely an encourager of buyers.

By means of these facilities and this body of experience, the special bag industry stands ready to attempt any reasonable job—and a few that have not hitherto been considered at all reasonable. The industry is perfectly aware that the art has been carried further in this country than anywhere else, and that the highly subdivided and open-minded American markets have made possible its past and present and assure its future.

Replacing the Pudding Bag

An Attractive Carton Developed in Bright Colors Combined with a Glass Container Makes an Effective Package for Plum Pudding

By W. R. McKELDIN
Secretary, Atmore & Son, Inc.

SEVERAL years ago, when we were testing some canned plum pudding, a glass salesman casually raised the question: "Why don't you pack that in glass?" Little did we think of the possibilities of such a package at the time. On the contrary, we saw any number of drawbacks, and anyone who happens to be in the plum pudding business will understand our feelings in the matter.

It was evident that a lot of tedious hand work was in prospect in changing over from the carefree method of packing plum pudding in tins to the careful and exacting packing and processing that would be necessitated by the glass package. Labor is at best a serious problem.

Much to our gratification, and certainly to our surprise, the very first test clearly indicated that the glass package of plum pudding was both feasible and practicable. The results also indicated, however, that for the glass package we should have to make some changes to improve the appearance of the finished product to give it "appetite appeal" in the parlance of the artist and advertising man, while to the regular fellow we needed to "make his mouth water."

After a number of experiments along this line we conceived the idea of decorating the top of the pudding by garnishings of glazed cherries, pecans and blanched almonds. This garnishing finally took the form of a regular design which is followed as closely as the sizes of cherries and nuts will permit. The cherries and nuts are placed in the jar by hand before the pudding is cooked and the pudding is put in on top of them. Naturally great care must be exercised both in the placing of the cherries and nuts and in adding the pudding.

Needless to say, even from the beginning of our experiments we have used our regular formula for plum

pudding in tins, the same formula that we have used since we started packing plum pudding back in 1842, in addition to which we have added genuine old-time brandy.

The puddings are cooked much as our grandmothers cooked them, with the exception that we cook in a hermetically sealed package and thereby retain all the original flavor and aroma. But the four hours of boiling give the same kind of pudding that the old-style home method obtained, plus the flavor that is retained by cooking in the sealed package.

Visitors to the Atmore plant have often expressed considerable surprise at the care that is taken in preparing this and our other products. Raisins and currants are washed in a high-speed centrifugal washing machine that washes and dries them in one operation, from which they are delivered to a wide rubber belt where a corps of women carefully hand-pick them to insure the raisins being free of stems, stones, etc.



A glass package for appetite appeal and a colorful carton for protection and attractiveness combine to make this an outstanding food package

ALL of the other ingredients are as carefully handled as any housewife would prepare material in her own kitchen. The flour, crumbs and sugar are carefully sifted, the citron is cut in small thin pieces and the fresh California oranges are prepared to give the maximum flavoring. Genuine brandy of sufficient quantity to give the best flavoring results is used in this brandied plum pudding and it is used with a Prohibition Department permit. No artificial or synthetic flavors are used in this product.

One of the drawbacks to the glass jar of brandied plum pudding was that it did not lend itself to the modern style of display in retail stores and on account of its odd shape was difficult to wrap into a neat and satisfactory package that one could safely carry home. After discussing the matter with a number of prominent

retail merchants in Philadelphia and with several merchandising men specializing in the food line, we decided to pack the hermetically sealed glass jar in some sort of box.

The box makers we consulted recommended the set-up box and we were rather inclined to favor this type of package as being more dignified and impressive. However, our advertising agency favored a folding carton that would be so designed as to be easily made up in our packing rooms and that could be used as a display carton permitting the showing of the top of the pudding, for we all felt that this impressive view would sell the product to the public as it had sold it to everyone to whom we had shown it.

Among the carton manufacturers that we asked to quote prices on the color design and dummy prepared by our advertising agency was Brown & Bailey Company of Philadelphia. This company placed at our disposal the services of Daniel B. Hassinger, who is associated with their organization as a specialist in the creation of color designs for cartons with advertising value intended to stimulate the sale of the products which the cartons enclose.

After careful consideration of our problem, Brown & Bailey Company was so impressed with the sales possibilities of our brandied plum pudding packed in glass jars that they asked permission to submit a special color design and dummy created according to their own ideas. This permission we were glad to grant. They proceeded to make a study of the origin and history of plum pudding in general and of the various merchandising possibilities that might be employed in the marketing of our product in particular.

As a result of this investigation they created a color design and submitted it to us on a dummy carton of the proper size and material. This design was so attractive and so manifestly planned to increase the sale of our product, that we at once accepted it, practically without change, and gave Brown & Bailey Company the order for our cartons.

That the cartons have been of inestimable value in the marketing of this product has been conclusively proved by the responses received from various sources in the retail grocery trade. Orders have been coming in with such rapidity as to necessitate a duplication of the first order for cartons, much to the gratification of the designer and ourselves. Although production of the pudding has been progressing at a satisfactory rate, we are still behind in the filling of our orders.

Still further to enhance the attractiveness of this carton, it was decided to wrap each one in transparent Cellophane. This added to its appearance to such an extent as to make it suitable for a gift package and as the pudding itself is so unusual, it will make an acceptable and relatively inexpensive Christmas present.

One large organization, whose rules require that the buying committee examine and test all new products offered to it, have unanimously approved Atmore's brandied plum pudding and reported that it is the

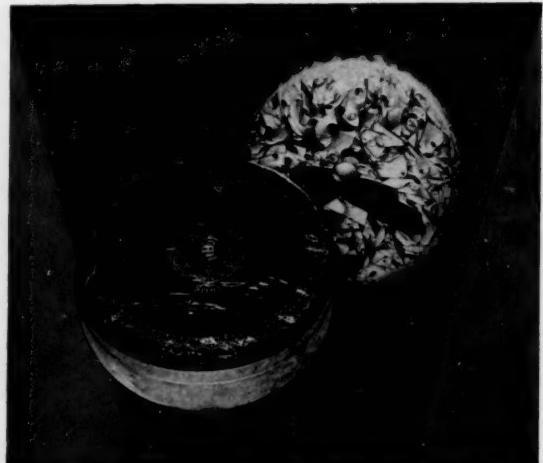
finest number that ever had been submitted to them.

Although the old adage, "the proof of the pudding is in the eating," is as applicable to Atmore's brandied plum pudding as to any other product, the visibility of the glass package makes the pudding so appealing that sales are easier to make in spite of the necessarily higher cost over the tin package.

Certainly, too, our advance orders for this product have demonstrated the value of not only having a good product but of presenting that product to the public in an attractive and agreeable way.

A Silver Package for Cake

FRUIT cake packaged in a genuine silver-plated container is one of the new things that grocery stores and all food stores are able to feature this year to make the Holiday Season a festive one. This new style of package is being introduced by J. S. Ivins' Son, Inc., of Philadelphia. The container is handsomely decorated in the modernistic spirit and as it does not bear the manufac-



An unusual package for a holiday product.

turer's name or any advertising matter, it makes an attractive and permanent cake box that any housewife may well be proud to own.

The cake itself is wrapped in Cellophane, permitting removal of the top for inspection without injury to contents. While the new "silver platter" gives the product the appearance of being very expensive, it is selling at a popular price.

Anation-wide chain of mutual service wholesale drug houses which is to be affiliated with 15,000 to 20,000 retail drug stores, has been formed by the consolidation of the Mutual Drug Co. of Cleveland and the Kessig Ellis Co. of Memphis, Tenn. Robert T. Ellis of the latter company states that the plan involves the establishment of central warehouses throughout the country to supply members in each division. It also brings into the national field the Mutual Drug Co. and the Ure Druggists, Inc., of Cleveland.

Originality in Nut Packaging

Distinctive and Attractive Containers Adopted by The Nut House of Lynn, Massachusetts, in Marketing Quality Products to Retail Trade

By EDWARD THOMPSON

TO obtain a particularly realistic representation of the product on the package, to establish a trade name and to indicate high quality in its goods are the outstanding principles behind the ideas that have been incorporated in the packages used by The Nut House of Lynn, Mass., in marketing several varieties and mixtures of nuts. There has also been considered the factor of protection of the product so that the selection of metal containers is particularly of advantage, for it is a well-known fact that the flavors and freshness of such products are better retained when so packaged.

A visitor at the plant at Lynn leaves with an excellent impression of the care, cleanliness and thoroughness that are exercised in the selection and preparation of the several varieties of nuts which are distributed by the company. The removal of the nuts from their coverings, the subsequent roasting, cleaning and sorting—all these operations are carried out with a degree of care and dispatch that assures well-prepared products which retain their true flavors and goodness. The preparatory process finished, the several varieties are packed, individually or in selected combinations, in their packages either by hand or are drawn off from the trays or containers in which they were placed upon completion. Chocolate-coated, glacé and other products which require covering or mixing are similarly packed, following the necessary processes of preparation.

Appreciating the sales value of the unusual and distinctive in packages, The Nut House has adopted several types of original containers that are of keen interest not only to purchasers but to those who are

concerned with packaging problems. The adoption of lithographed tin containers for their products has been a wise one, both from the standpoint of the preservative features of that type of package and the decorative combinations that are obtainable.

OF these packages, the one which is the most characteristic is the "Nut House"—a miniature and exact reproduction, in gay colors, of a small house and, incidentally, the trade mark of the company. Each of these contains 2 oz. net of chocolate-coated nuts, and retails at 10 cents. In this series, the slant "roofs" of the houses are shown in a terra cotta red while the sides and ends are in one of six shades—yellow, white, pink, blue, purple and green. Windows and doorways are outlined and show through as the natural color of the metal. At one end is a tight-fitting pressure cap which serves to close the package. The opposite end includes a perforation which when the package is empty, can be pushed through, making a slot through which coins may be inserted, so that in re-use the container forms a convenient child's bank. Displayed on the retail counter these containers are shown in a plain red cardboard carton which holds twenty-four of the individual packages. An effective show card states the price and calls attention to the product.

Another interesting series is that used to contain glacé peanuts. This makes use of cylindrical lithographed cans provided with screw tops. A decorative floral scroll design in blue, red and gold forms the background of each of this series. Of the two panels, one



Display holding twenty-four "Nut House" containers



Cylindrical lithographed cans for glacé peanuts. Each illustration in this series shows a method of transportation

in light blue which appears on all of these cans carries the standard trade mark and address, a statement of the weight contained (net, one pound) and a deep blue band that carries the designation "Glacé Peanuts" in gold lettering. The other panel carries, in full colors, one of eight different scenes, each depicting a mode of transportation—from the early "prairie schooner" and the "clipper ship" to the "20th Century Limited" and the airplane of today. This transportation series is interesting not only from the historical side but also as an example of what may be done in the way of color reproduction.

The "8 Variety Box" contains a choice selection of eight kinds of nuts from eight different lands—almonds from Italy, walnuts from France, cashews from India, brazils from South America, filberts from Turkey, pecans from the South, pine nuts from Spain and pistachios from Syria. Exact color reproductions of these shelled nuts are shown on the top of the box and also included, and designated, on the band which surrounds the sides. The rounded corners as well as the deep brown banding which frames the mottled orchid background color present a dignified and attractive appearance and make this box unusual as a container for this type of goods.

Each of the containers described is shown in the accompanying illustrations and serves to indicate the direction which has been taken by the company in obtaining outstanding packages for their merchandise. The Nut House credits no small part of its popularity as a food supplier to the selection and execution of its

packages which have made possible the establishment of this successful and enterprising business.

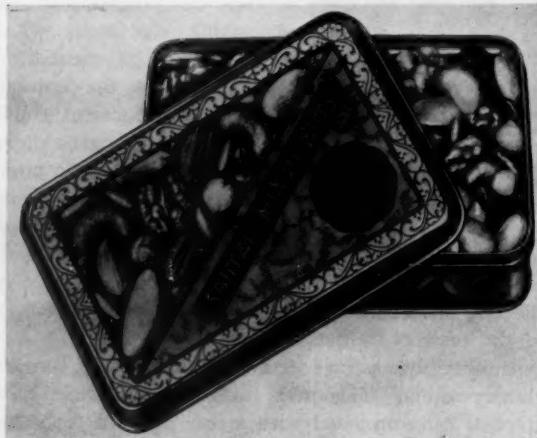
Family Resemblance Accentuates Sales Appeal in Cartons

SOME time ago, the Reynolds Packing Company at Union City, Tenn., decided that the cartons used by them at that time were becoming antiquated in comparison with the snappy, colorful designs that all modern manufacturers were adopting for their products.

The pictorial element of the old carton, showing an Indian paddling a canoe, was decided upon as a basis



Design of packages is repeated on display container



The "8 Variety Box" is an attractive example of a metal container

for a new design, as this had long been a familiar trade mark to their many customers. The Indian motif was then carried throughout the entire group of cartons, the colors—red, yellow and blue—enhancing the appearance of these, and harmonizing perfectly with the modern treatment of the design.

The two smaller cartons are for sausage and butter, and are of the waxed, glued, tuck-end style. Blue predominates on the sausage carton, while yellow forms the background of the butter container. The five-pound display box for individual packages of bacon is of particularly sturdy construction and offers a splendid setting for a meat product, as well as providing adequate protection for shipping purposes. The trade mark is employed in a more prominent manner than is usual. These packages were designed and produced by the Sutherland Paper Company, Kalamazoo, Michigan.

Buying Bread by the Slice and Coffee by the Cup

Convenience for the Customer Evident in New Type of Containers for Food Products

By HELEN W. STARK

SINCE the modern housewife buys her food in the most economical and convenient form she can obtain, the Ideal Bakery and the Dern Coffee Company, Colorado Springs, Col., revised their packages to meet these needs, that they might increase their business.

The Ideal Bakery decided, after close observation, that the woman of today is notoriously a poor bread slicer. Either she blames the bread as being too hard to cut, and starts buying another kind, or that it is not economical to buy that bread because there are too few slices to the loaf—the fault of the manner in which it was cut. If she complains about these conditions to the other members of the family, they, too, will be prejudiced against the bread in question. So the Ideal Bakery revised its method of packaging bread in order to sell the bread already sliced, anticipating the needs of the housewife to prevent loss of business.

Ideal bread was formerly wrapped in the usual waxed paper used by nearly every bakery that sells bread to grocery stores. The method was effective because the paper was not required to hold the loaf of bread together. However, when the bread is sliced and then wrapped in waxed paper, the paper is not strong enough to hold the slices in the original shape of the loaf.

Accordingly, this company consulted the Continental Paper Products Company of Denver, asking for some sort of package that would keep the slices in the shape of the loaf and still allow the bread to be seen as it was in the waxed paper. The finished package was a white, unprinted pasteboard tray in which the bread is placed, and then wrapped around with the usual waxed paper covering. The bottom of the tray is the same as

the bottom of the loaf of bread, so that the bread fits in tightly enough to prevent the slices getting out of place. The sides of this tray extend up the sides of the loaf of bread for an inch and a half.

The bread is sliced by a machine so that the purpose of the package is accomplished and each slice is of even thickness.

A new package was also created by the same company for the Dern Coffee Company. The latter concern had built up its sales with a pound sack of coffee. The sack was of a vivid red paper, printed in white but otherwise not unlike any other coffee sack. But they wanted to make a change to see what effect it would have on the business. The result is a new package displayed in a new way, although it is still possible to get the former red sack pound of coffee.

A tall waxed board cup now holds the coffee, which will make twenty-five cups, and sells for twenty-five cents. The cups stand side by side in rows in a new type of display box. The container is made of white board, printed with a reverse plate, so that the background is the same bright red as the sacks and carries the printed matter in white.

The new box combines the display card and the display box in one piece so that less space is required for the display on the counter. The lid of the box forms the display card. The design appears on the lid and the back half of the box is perforated, so that when the box is opened and the lid folded over, the upper half of the design is available for advertising purposes, separates from the rest of the lid and makes the display card.



Display container for coffee packages. Tray used for sliced bread in foreground

Paper Bottles for Milk and Cream

Containers of Pulp Materials Present Certain Protective Advantages and Offer Opportunities for Artistic Display. Considerations of Chemical Composition

By GEORGE RICE

ICE cream and several other commodities which usually are in a more or less loose state have been successfully put up and sold in paper packages for a long time. Paper pulp and viscose substances have been experimented with by experts to see if paper milk and cream bottles cannot displace the more costly, and sometimes unsanitary, glass containers. It has already been established that artistic and attractive industrial finishes can be applied to card or paper board at a minimum cost for labor and materials, as compared with the cost and labor of ornamenting glass containers.

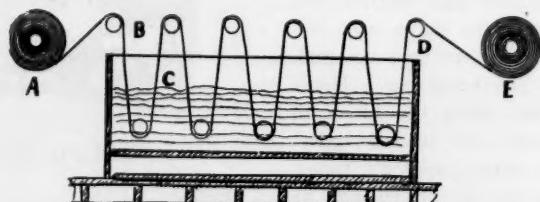


A microscopical examination of a glass milk bottle will usually reveal the presence of bacilli of some sort on its surface

About the only way to reproduce a design on a glass milk or cream bottle is to paint it by hand if it is desired to show something representing plant life or one of the popular color schemes of the times. Certain figures and titles can be cast in the glass when the bottles are made, but these remain uncolored and simply serve to identify the dairy owning the bottles or the quantity contained. The plain, colorless milk bottle has served its purpose well for many years but under the influence of modern art, public taste is increasingly directed toward decorative effects on almost everything. These effects may be obtained by bright colors, handsome designs, lustrous finishes or by other means; and when they are on a package, the goods within the package apparently have better selling qualities and higher commercial values. Any dairyman, grocer or dealer in milk or cream will tell that upon inquiry to any industrial finisher or anybody else. I found it to be the case after consulting with many interested parties.

Familiarity with the chemical and mechanical make-up of the paper milk bottle is quite necessary before one can consider the various points concerning finishing. The bottles are called paper bottles just as the first wood and paper pulp clothes were called paper clothes, instead of artificial silk or rayon. I have worked in textile factories in which sheets of wood and paper pulp were reduced to a viscose state and drawn out like wire through small outlets in pipes to make fine silk-like threads. The finishing operations on the drawn strands make them appear silky. The same thing is being done with the stock for paper milk bottles, except that instead of drawing the soft material out into filament proportions, it is drawn out flat like paper or thin cardboard.

At this time any antiseptics desired can be added to destroy bacteria or any dyestuffs applied to produce colors, although most of the stock is drawn out in gray or brown. The bottles are made not precisely bottle shape with an opening at the top for a cover, but are made cylindrically in sizes to conform to the quantity of milk or cream to be held. Then the bottom is sealed in so quickly, neatly and evenly by machinery that there is hardly a moment's delay as the bottle travels along the conveyor or runway with other bottles. The top is not sealed until the dairyman puts in the milk or cream. The contents are removed by the housewife by simply slitting the paper cover with a knife.



The paper or card board is run through a machine for treatment with sterilized parafine. A is the roll of paper, B the first guide roll, C the solution, D the last guide roll and E the treated roll of paper

The cost per bottle of quart size averages about one cent when finished and ready for the milkman to fill. The cost of the glass bottles of the same size is nearly five cents and many get lost and broken. Nobody cares what becomes of the empty paper bottle. It may be thrown into the fire or ash can.

THE paper bottle industry has not as yet made much way, but when it gets well under way the industrial finishers are going to get some business out of it. First of all, the paper, although a more natural non-conductor of heat or cold than glass, is going to be made more so by skillful applications of non-conducting substances. In the works where I witnessed the making of bottles of paper, they were using sterilized paraffine as a coating inside and out, with the idea of making the material like the thermos bottles, so that the milk or cream contents would not be affected by heat or by cold. Industrial finishers can work out something better and more economical than paraffine and they will. Anyway, glass is a great conductor of heat or cold and the cream or milk delivered in these bottles is liable to freeze in the low temperatures and sour in the high temperatures. The paper itself, without any finishing coating, does better than this and will ward off both heat and cold for considerable time. Of course the spruce wood fibre bottles are the best and the easiest for the industrial finishers to complete, just as this type of stock makes good material for the rayon trade.

WHEN it was discovered that many of the children ate the cones they purchased with ice cream, it became necessary to use edible material instead of indigestible and perhaps harmful substances of a pulp nature in their manufacture. But no one is supposed to eat a discarded or used paper milk jar. It is supposed to be thrown out after use and therefore the matter of making it taste sweet or be appetizing is not important. Dealers say that when they can place decorative milk and cream containers on display in their show windows, they can increase business. This they can do with air-tight paper containers but apparently cannot do so with glass bottles as the glass is a conductor of heat and cold and will result in the souring or freezing of the milk, according to the temperature in the window. Therefore the chemical composition of the material used in the construction of the modern paper milk bottle is a matter of importance to anyone who is going to augment its surface finish or print on it.

The chardonnet kind is a nitrocellulose prepared from cotton or wood pulp which has been dissolved under pressure in a mixture of ether and alcohol and then pressed into sheet form through metal rolls. The sheets are denitrated by immersion in a 20 per cent solution of ammonium hydro-sulphide and finally washed, dried and dyed any desired color, or finished a snow-white as some milk bottles are required to be.

The regular viscose artificial substance is made in about the same way except that the cellulose is treated with alkali and carbon bisulphide and is then forced through the rollers. A treatment of ammonium chloride is applied which tends to re-precipitate the cellulose and make it more adaptable for the use intended. The cuprammonium solution is also a product of wood or cotton or both, or at times of old rag stock which has been reduced to a pulp condition and bleached previously. This material is coagulated with a solution of caustic alkali,

which makes it somewhat transparent, so that the level of the contents of liquid in a bottle can be seen by its outline. This solution is dissociated by a copper hydroxide treatment and then in turn the copper is removed with dilute acids, thus leaving the mixture quite clear and easy to make into something of a transparent order. Definite weights, figures and numbers in the composition of these products are known only to the men who have worked them out and regard them as a secret. But by a little experimenting any finisher can obtain successful results with any of the mixtures and produce serviceable milk bottles if he has the equipment necessary to take the roll of paper and deliver it in the proper form to receive a liquid.

THREE is not much difficulty in dyeing, finishing and printing or hand painting on these staple cellulose stuffs. The troubles begin when the industrial finisher has to do something with cellulose which has been made of sweepings, scraps from the junk shop, mungo, fulling flocks and sometimes diseased and decayed matter which has been gathered from various sources, but which looks like pretty good pulp stuff when mangled and calendered on modern machinery.

Sometimes the most efficient bleaching, dyeing and finishing processes will be non-effective on this scrub pulp stuff. But it is cheap and can be made into paper bottle material for milk or other service and that is why it is used by some of the manufacturers of the containers. So the finisher has to be on the alert every time he has anything of this description to lustre, whiten or color.

(To be concluded)

A Bridge Package for Crackers

A new assortment of filled crackers in the shape of playing cards and intended for use at bridge parties has been introduced recently by the Loose-Wiles Biscuit Co., manufacturers of Sunshine Biscuits. The container is a tin box covered with a lithographed wrap and enclosed in a covering of Cellophane.

The natural colors of the playing cards are used as a design motif against a dark blue background. Prominent position on the wrapper has been given to the trade name and the name of the product.



Design of package suggests use of product

Packaging Hospital Supplies

Methods Used by Johnson & Johnson in Preparing Products for Home and Institution Use—Sanitary Handling Observed Throughout

AS is well known, Johnson & Johnson of New Brunswick, N. J., are producers of the famous Red Cross hospital and surgical supplies in addition to a great number of sanitary specialties. Quite naturally in the course of preparing these commodities for wholesale and retail distribution, this company makes use of many varieties of packages, and the actual work entailed therein is of considerable interest.

It is a privilege to be able to present to readers some of the details relating to the packaging of absorbent cotton and likewise those of filling and sealing talcum or baby powder. The accompanying illustrations show views taken in the departments devoted to these operations.

In the packaging of the $\frac{1}{2}$ -oz., 1-, 2-, 4- and 8-oz. packages of absorbent cotton a battery of five machines is employed. Following the work of weighing, sterilizing and wrapping, the rolls of cotton are placed by hand in receptacles on a moving belt which carries them into the automatic machines. Here the knock-down, tuck-in cartons are opened, the rolls inserted, flaps and ends folded in and the completed packages delivered by belt to a table for subsequent packing. These cartons are

provided with a perforated side strip which for convenience can be cut through with a knife or other sharp instrument, when the package is completed, in order to reach the contents. Delivery of packages from the machines is at the rate of 50 per minute on the small packages to 25 of the large packages.

The 16-oz. cartons are filled by hand, and on the side and two ends labels are placed automatically. The pound packages of absorbent cotton, for hospital use, are wrapped in blue paper board which encircles the cotton roll, the ends tucked in and labels pasted thereon. This latter operation which consists of machine and hand work is shown at left below.

The filling of the baby powder is done automatically, five cans being filled at one time. The filled cans are then moved by belt in front of an operator who places the lithographed sifter tops in position on the lithographed can to be automatically forced on. The caps are then placed by hand and the completed containers are then ready to be packed, 12 in a carton. Following the latter operation, the cartons are automatically tied and are then ready for shipment. These metal containers are square in cross-section and with rounded edges.



Machine for cartoning absorbent cotton rolls



Gluer for end labels (large packages)



Filling and capping powder cans

Among Package Users

MERGER of the Schramm-Johnson Drug Co., of Salt Lake City, with the Walgreen Drug Co., of Chicago, on a stock exchange basis was announced recently. Walgreen operates 353 retail stores in various parts of the country and the Schramm-Johnson chain includes thirty stores in Utah, Idaho, Nevada, Wyoming and California.

FIRST National Stores, Inc., of Boston, has announced recently the purchase of Davey Brothers, of Bridgeport, Conn., a company with 117 stores. Also, the acquisition of the Modern Grocery Company of South Norwalk, Conn., with 60 stores. Annual gross sales of First National Stores is now estimated at about \$110,000,000.

THE Consolidated Drug Stores Co., with a capital stock of \$1,500,000, has been incorporated at Lexington, Ky., to enter the chain drug store field. A wholesale warehouse has already been opened at Walnut and Main Sts., Lexington. R. P. Mildred of Eminence, Ky., is president and William G. Stephens of Lexington, secretary and treasurer.

ROBERT C. WOLFF, former president of the Wolff-Wilson Drug Stores of St. Louis, is reported to be organizing a chain of drug stores in New York City. Mr. Wolff's previous company, consisting of eight units, was sold to the Liggett Company in May of this year for \$1,750,000. The contemplated chain will be known as the C. Robert Carlyle Corp. and will maintain offices at 100 East 42 St., New York City.

SHARP&DOHME, INC., have acquired the properties and assets of the H. K. Mulford Co. The purchase of the Mulford Co. brings into one company two of the oldest pharmaceutical manufacturing firms in the country. The former, a Maryland corporation, manufactures about 4000 products. It also controls various formulas. The Mulford Co., a Pennsylvania concern, manufactures biological products including antitoxins for diphtheria and scarlet fever, bacillus acidophilus blocks, etc.

SEARS, ROEBUCK & CO. of Chicago, has purchased the Becker & Ryan Co., also of Chicago, and the B. & O. Cash Store, Temple, Okla. Both stores will retain their individual identities and will be managed by the original owners, although they will market Sears, Roebuck products. The purchases point the way to a chain of "display" and "neighborhood" stores to be known as "affiliated" with Sears, Roebuck rather than bearing the name of the purchasing company.

THE Nyal Service Drug Stores Corp. has been formed to assist the 12,500 drug stores operating under the franchise granted by the Nyal Co. of Detroit, Mich., one of the largest distributors of drug store merchandise in the country. It is a subsidiary of the Nyal company

and has been organized to supply the Nyal stores with special feature merchandise and to provide merchandising ideas and special advertising copy. It is intended for the purpose of enabling the dealer to cope successfully with present-day competition. Window displays will also be featured.

THE largest holding company in the world for food and drug manufacturing units is reported to be formed, following negotiations which have been carried on for several weeks by the National City Company.

The new company, as yet unnamed, will bring together the Kraft-Phenix Cheese Corp., Hershey Chocolate Corp., and Colgate-Palmolive Peet Co. It will have total assets of more than \$125,000,000 at the start, but negotiations are being carried on with at least three food companies which may increase the holding company's resources to more than \$200,000,000.

The new company is similar to Standard Brands, Inc., the holding company formed by J. P. Morgan & Co., to control the Fleischmann Co., Royal Baking Powder Co., and E. W. Gillet Co., Ltd., of Canada, which had total assets of about \$80,000,000 at the end of June.

Paper Tying Tapes for Packages

(Continued from page 35) effect and in the hands of the skillful has many possibilities in form and color.

The tapes are of three kinds, nine plain colors, figured designs and pictorial designs. The plain colors may be had in either bright or subdued colors so as to supplement or contrast with the color scheme of the wrapping. With so many highly colored and modernistically designed wrapping papers, a tying tape that is plain and subdued in color, often a plain black, is to be preferred to those of greater brilliance or with a multi-colored design.

When it is desirable to have the tying symbolical or significant, there are the figured tapes in appropriate colors and designs and of Japanese origin in the printing. A minute holly leaf and berry motif for Christmas in natural colors done with true Japanese delicacy and refinement has lasting favor. The poinsettia is another Christmas design of Japanese execution. The daisy motif is a year-round favorite, light and neat in color and design and makes a fine flourish to the finish of any wrapping.

IT is evident that the pictorial designs are more sophisticated than the Japanese floral effects. While the designing and printing are done in this country, the tape and background colors are of Japanese origin. The toy pattern is a happy motif for Christmas or at birthdays. The modern travel motif or "Bon Voyage" pattern, as the name implies, serves nicely as a tying for packages containing travel accessories or gifts intended for travelers. The irregular star pattern on solid red, green or blue backgrounds has an appropriateness for many occasions. At Easter the lily pattern printed in white on a green background is a touch of spring freshness which is most

seasonable. For the month of June the American Beauty design has an aptness and timeliness.

Here, then, is a medium for fine expression of the artistic in packaging and a final decorative treatment which may be either elaborate and colorful or subdued and simple, but a bit of art in either case.

Among Supply Manufacturers

CONSTRUCTION of the plant of the Sylvania Industrial Corporation at Fredericksburg, Va., for the manufacture of transparent cellulose wrapping paper is progressing rapidly as indicated by the accompanying photograph. It is expected that the plant will be in full operation during the coming spring.

Sylvania recently announced that they had acquired the business of Messrs. Birn & Wachenheim and were



Sylvania plant under construction at Fredericksburg, Va.

continuing the importation and sale of the Belgian product "Fenestra." It was also reported that Sylvania had acquired the American rights of the Société Industrielle de la Cellulose for the manufacture of this transparent cellulose paper.

It is understood that the first unit of the new plant which is intended to produce moisture-proof "Fenestra" under a new process of their own is being actively pushed to completion and is far enough advanced to predict that the transparent paper will be placed on the market in February or perhaps earlier.

THE Phoenix-Hermetic Co., of New York and Chicago, manufacturers of metal caps for glass packages, announce a change of personnel: the appointment of Joseph L. Zeman to succeed Mr. Bellamy as director of the San Francisco division, and D. C. Lathrop to succeed Mr. Zeman as director of the Los Angeles division.

THE Standard Sealing Equipment Corp. of Long Island City, N. Y., manufacturers of automatic sealing equipment used for sealing corrugated fibre shipping cases, and also automatic packing machines for packing rectangular packages in corrugated fibre shipping cases, and the Fred H. Knapp Corp. of Ridgewood, N. J.,

makers of can labeling, packing and sealing machines, have consolidated.

Both manufacturing plants will continue to operate as separate units. The officers of each company will remain unchanged. The sales and service departments, however, will be consolidated whenever such arrangement will work to the best advantage.

THE Lincoln Products Corporation of 31 Fulton St., Newark, N. J., has been appointed distributors in Northern New Jersey for jack-lifts, arc-welded platforms and stackers manufactured by the Lewis-Shepard Company of Boston, Mass.

THE Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich., has purchased the business of the Johnson Automatic Sealer Co., Battle Creek, Mich., from its sole owner, George H. Bent. It is understood that Mr. Bent will retire. For the present the business will operate under the name of the first mentioned company, with the identification of the Johnson Automatic Sealer Co. remaining. Plans are under way for the development of new types of packaging machinery of interest to customers of both companies. Arthur H. Axberg and J. M. Wray, representatives of the Johnson company, New York and Chicago territories, respectively, will, it is understood, continue with the new organization.

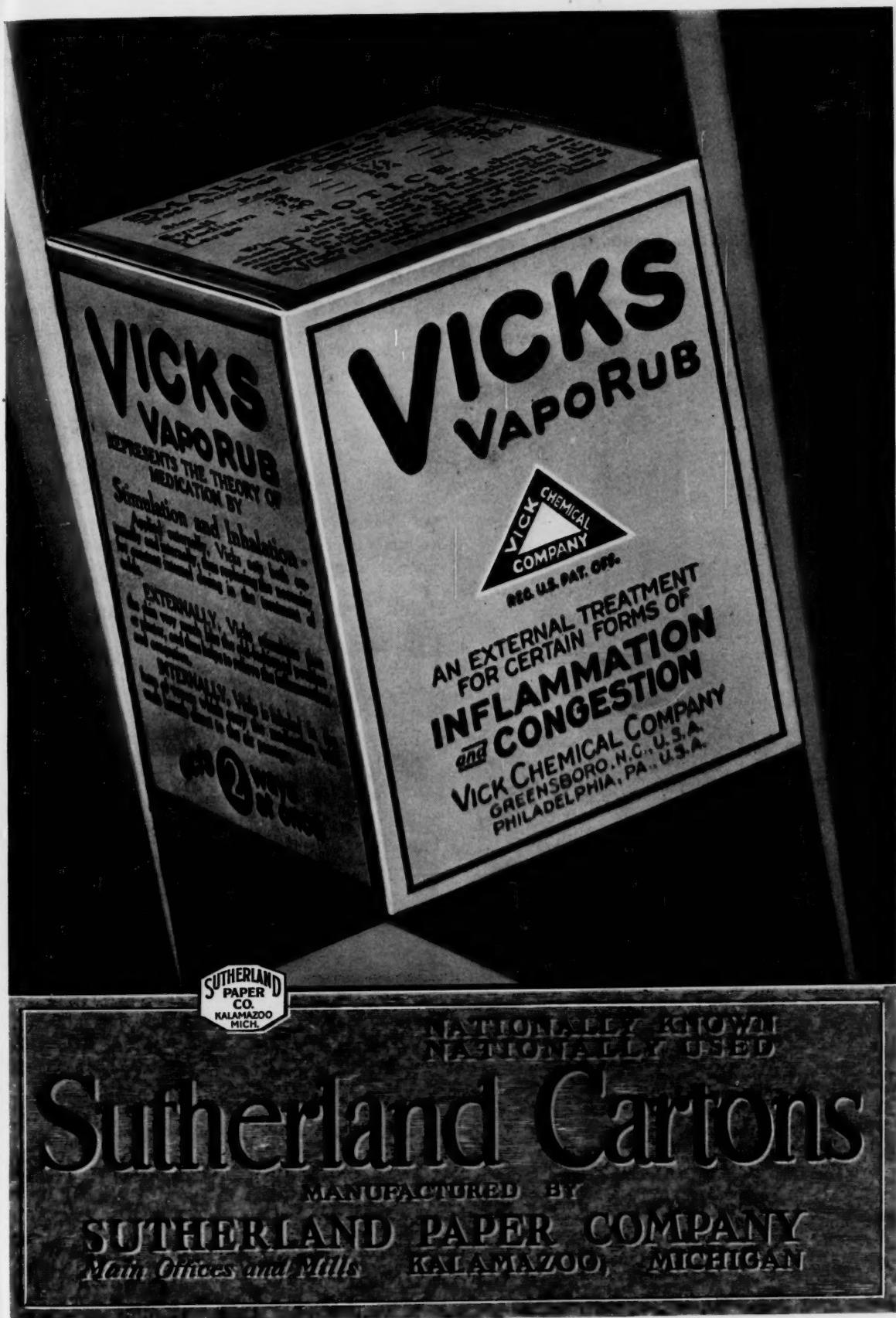
Wrappings for Confectionery

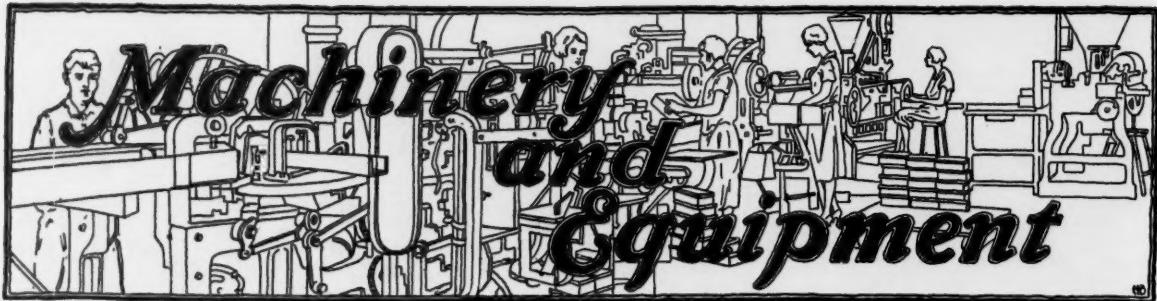
(Continued from page 39) or conjointly an outer sheet is of foil and an inner one of greaseproof paper. The top is made up of A, plus 2A, plus 3A, the base conjointly of B, 2B, 3B, and E, 2E, 3E, the front of D, 2D, 3D, and the back of C, 2C, 3C. The folding is complicated, but as a rule folds are required along the lines H6H, L6L, and along the other dotted lines 2H2L, 3H3L, 4H4L, and 5H5L.

The ends are made up of F and G but, after folding, the foil or jointly the foil and paper is turned over to form the narrow strips 2A and 3A, or more correctly to form the narrow base strips 2B, plus 3B, plus 2E, plus 3E. The end is shown separately and needs no particular comment, except that it is free from folds; i. e., the folding is done on to the base itself. A separate drawing is, therefore, given of the base showing the folds, and of these D and G are usually made first, followed by E and F, then C is turned on to these, and A and B on to the whole quintette, B being the main base overlap.

Dimensions of this type are as follows: Total length of sheet, $4\frac{1}{4}$ in.; total length of band, $2\frac{1}{4}$ in.; total width of band, $2\frac{1}{4}$ in. (i. e., the band itself is square); total width of sheet, $2\frac{1}{8}$ in.; i. e., the width is exactly half the length; total thickness of wrapped specimens, $\frac{3}{8}$ in.; total weight, taking band and one foil sheet together, under $\frac{1}{4}$ ounce. It should be noted that this design is large enough to hold nearly twenty peppermint tablets.

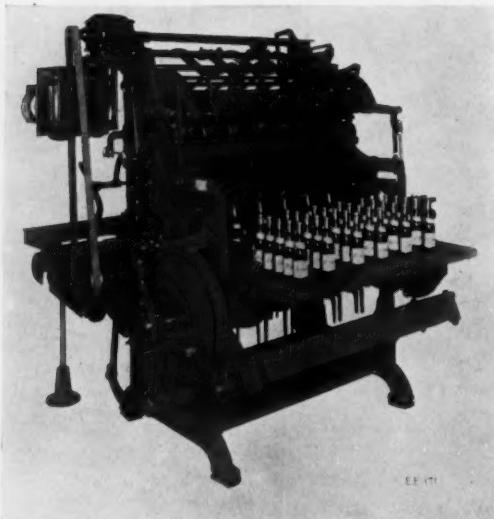
Readers are asked to note that occasionally confectionery packings are patented or otherwise protected. In all cases, therefore, before proceedings with the production of the types described and others, the usual inquiries should be made through patent agents.—EDITOR.





Labeling and Foiling Machine

THE accompanying illustration shows the latest development of the Edward Ermold Co., a machine for labeling and foiling bottles automatically, which labels at one cycle of the machine in units of four, six



Speed of this machine is said to be 120 bottles per minute

or eight bottles at one operation. The bottles are automatically fed into the machine at the capacity mentioned. It is said of the machine that it will consistently label and foil 120 bottles per minute.

Automatic Vending Machine

A vending machine which cooks and seasons frankfurters, places the "weenie" in an automatically slit roll, and transfers the sandwich into a sanitary wrapper which is mechanically closed around the contents, is to be placed on the market early in 1930, according to officials of the Department of Commerce. The invention has been granted patent rights and is shown as patent number 1,716,266. The inventor is Alexander Flamm, of Bridgeport, Conn., who made 17 claims for the device.

The machine is controlled entirely by electricity and is operated by the insertion of a coin which causes a frankfurter and a roll to move forward toward each other on small conveyors, the "wiener" passing over a heating

coil and the roll being toasted in the same manner in the process. Just prior to the meeting of the frankfurter and the roll, the roll drops in a slot, where it is cut by a sharp instrument before receiving the sausage. The roll is then encased in a waxed paper wrapper and ejected from the machine. The entire operation from the time the coin is inserted to the delivery of the wrapped sandwich requires a minute and a half. The machine has a capacity of 500 frankfurters and 500 rolls, which are placed in specially constructed magazines on opposite sides of the machine. It has provisions for a refrigeration apparatus to keep the meat fresh in summer. The inventor's chief claim for the device is the sanitary advantages which keep the food free from dust.

Dried Fruits in Transparent Wrappings

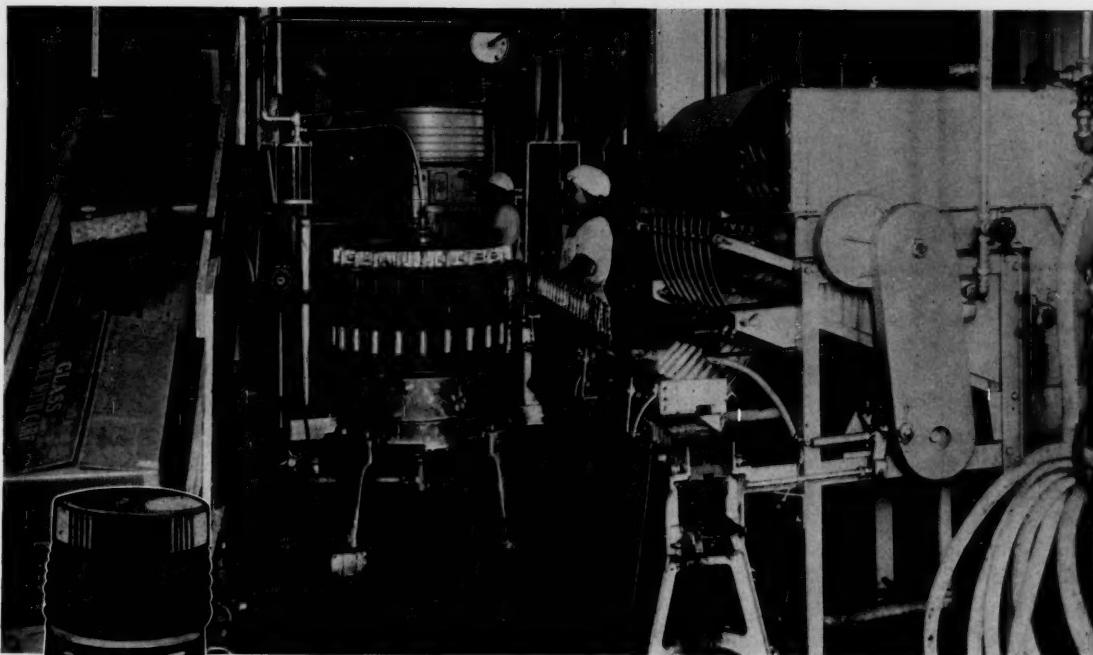
PRODUCTS of a number of the leading fruit packing concerns were represented recently in a window display at the Du Pont Products Exhibit on the Boardwalk at Atlantic City. Various dried fruits wrapped in plain and moisture-proof Cellophane were shown, demonstrating the many types of transparent wrappers suitable for products of this character and various methods of closure and decoration.



Dried fruits in transparent packages are effectively displayed

Dates, figs, grapefruit peel, cherries, prunes, apricots, peaches and other fruits were displayed on stands grouped about the window. Counter display boxes, baskets and fancy boxes also were used to present the products in an attractive manner. The window was attractively decorated with shocks of corn, pumpkins and oak leaves, lending a "Harvest Time" atmosphere to the display.

Represented in the display were the following firms: Goldenripe Fruits, Inc., California Prune & Apricot



Kiefer Performance

A new package this year for that nationally used product—Blue Label Ketchup—new production peaks to meet—and met with Kiefer Fillers and Automatic Bottle Sterilizers.

Another Kiefer Rotary Vacuum Catsup Filler and Automatic Bottle Sterilizer added to the two Kiefer Fillers and Sterilizers installed in 1924 and 1925—five and four years, respectively, of almost continuous operation of these machines with 100% efficiency and without troubles. No more conclusive proof could be offered of the satisfactory service these machines give.

Accuracy, cleanliness, speed—these are the watchwords of the Curtice plant—and Kiefer equipment leaves nothing to be desired.

No drip or waste of catsup. Solid pack; uniform fill. No jamming or breaking of bottles. Quick cleaning. Negligible upkeep cost.

In all lines of industry the rotary method of operation in machinery is acknowledged as the most practical and satisfactory.

Write for booklet on the Kiefer Automatic Rotary Vacuum Catsup Filler and Automatic Bottle Sterilizer.

The Karl Kiefer Machine Co.
Cincinnati, Ohio

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England.



Another display of dried fruits in transparent wrappings

Ass'n., Hamlin Packing Co., of San Jose, Cal.; Roeding Fig & Olive Co., Memorie Fruit Co., of Fresno, Cal.; Sun-Maid Raisin Growers Ass'n., Lyons-Magnus, Inc.; Rosenburg Brothers, Guggenheim & Co., of San Francisco, Cal.; Van Dyk & Reeves, Inc., Brooklyn, N. Y.; American Fig & Date Co., Causse Mfg. Co., Acme Fruit Packing Co., Hills Brothers and Black Palm Dates, of New York City; Hogue Mercantile Co., Kansas City, Mo.; For-Eta Nut Co., St. Louis, Mo.; Bordo Products Co., Chicago, Ill.; and the W. H. Marvin Co., Urbana, Ohio.

Packaging Scrapple by Machine

J. ALVIN WEILAND, of the Weiland Packing Co., Morristown, Pa., has devised a machine said to revolutionize the handling of scrapple, a seasonable product. The machine receives the scrapple from the cooking kettles on the third floor of the plant, at a temperature of 220 degrees, delivers it packed and sealed in two-pound packages, into the refrigerated room on the first floor, ready for shipment.

The machine weighs more than 12 tons and is operated by 10 electric motors. It has a capacity of 1000 packages per hour. It is 85 feet long, 9 feet high and 7 feet wide on the third floor elevation where the process of measuring and shaping into two-pound cakes, and the cooling, is completed. The machine then carries the cakes down to the first floor where it deposits them on the wrapping machine table, where they are wrapped and sealed.

Aero Demonstration Car for Packaged Products

HOW can we get dealers to stock all of our products?" is a question frequently asked by manufacturers having an extensive line. The salesmen haven't time to describe every item—the dealers haven't time to listen.



Exterior of demonstration car

A new and unique method of solving this problem recently adopted by J. S. Ivins' Son, Inc., of Philadelphia, consists of sending a special Aero Demonstration Car to call on the trade. The demonstration car itself presents a most novel and striking appearance. It is in the form of a trailer drawn by a Hudson coupe, both painted in the standard Ivins' Colors—cream background with "Ivins' Red" for the top, fenders and running gear.

The interior of the demonstration car resembles a modern aeroplane cabin, with an aisle running through the center, and racks on each side displaying the entire Ivins' line of cookies, cakes and crackers. At the front is a comfortable davenport and a radio. The entrance to the car is at the side and the exit at the rear. The car is driven by an "Ivins' Baker," dressed to resemble their well-known trade mark character.

The demonstration car is in charge of a salesman and upon stopping in front of a store, the salesman invites the grocer to make a tour of inspection. Such an in-



Packaged bakery products are tastefully displayed

vitation is never refused. No grocer has yet been able to resist the temptation to see what is in the car. The salesman then has an excellent opportunity to show the entire Ivins' line. The radio further serves to make the grocer's visit a pleasant event that will be remembered. While the salesman talks to the grocer, the Ivins' Baker entertains the crowd that invariably gathers around the car. The public is then invited to go through the demonstration car and samples of cookies are given to all visitors. The demonstration car has been a remarkably successful means of building wider acquaintance for the Ivins' complete line both among grocers and the public.

A. H. WIRZ, president of A. H. Wirz, Inc., of Chester, Pa., died on November 22, following an attack of pneumonia. Mr. Wirz was known as one of the outstanding and progressive manufacturers of collapsible tubes and his many friends will grieve to learn of his sudden and untimely demise.

Nine Years of Progress in Cartoning Lava Soap

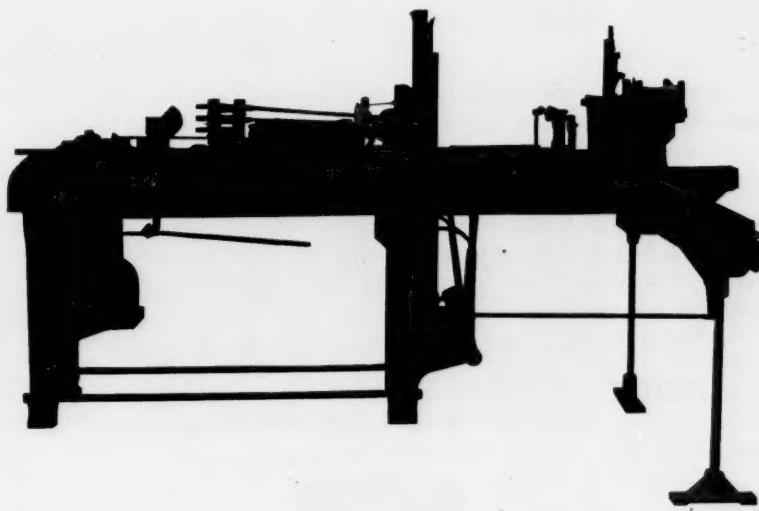
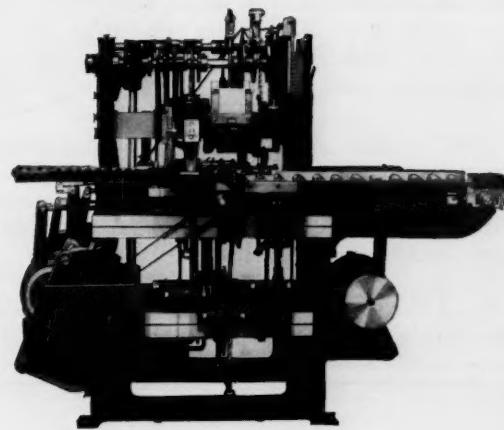
28,000—48,000—72,000 Packages Per Day Per Machine

About nine years ago we built the first Jones Cartoner to package Lava Soap. It was a success. Packaging costs were substantially reduced, and the makers of Lava were well pleased. This first machine is still in active service, and is still turning out a full day's work every working day in the year. Shortly after the first machine was delivered, the makers of Lava ordered six additional machines of the same type. All of these machines had a production speed of sixty completed packages per minute—a daily output of 28,000 packages per machine.

About a year ago, we furnished two more Cartoners for Lava. These machines, one of which is pictured on the right, were the most advanced type of cam operated cartoners. They did perfect work, and a still further reduction in packaging costs was achieved. A production speed of 100 packages per minute, or an output of 48,000 packages per day per machine was attained.

We have just delivered two Constant Motion Cartoners for Lava, one of which is pictured below. These machines have a production speed of 150 packages per minute, an output of 72,000 packages per day per machine. The superiority of the Constant Motion Cartoner over even the most advanced type of cam operated machine is again conclusively demonstrated in the latest Lava Cartoners.

Never Before Has So Much Work Been Done, So Perfectly, With So Little Mechanism



R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

Trade Catalogs

"Atlantic Cover Suggestions" is the title of a handsome folder issued by the Forest Paper Co., 334 Hudson St., New York City, which contains several samples of the uses of "Atlantic Cover," demonstrating its adaptability to catalog and booklet covers, folders, announcements, etc.

Decorative Papers: "Ware Cloulettes" box covering papers and linings are attractively arranged in a new folder by the McLaurin-Jones Co., Brookfield, Mass. The floating, "lighter than air" designs give an effect of buoyancy. A wide variety of colors may be obtained in two designs.

Adhesives: "Are You Sure They Are Secure?" is the title of a new folder on sealing with silicate of soda just issued by the Philadelphia Quartz Co., 121 South Third St., Philadelphia, Pa. Copies are offered to any shipper interested.

Box Coverings: A new line of box covering papers has been announced by Charles W. Williams & Co., Inc., 303 Lafayette St., New York City, in two folders recently distributed. There are two designs in triple tone patterns, each comprising 18 shades.

Book Cloth: The Interlaken Mills, Providence, R. I., has distributed sample folder of book cloth for any type

of book for which a distinctive and impressing binding is desired. There are 12 colors in a single pattern.

Engraving Service: Advertising Engraving Co., 66 Orange St., Providence, R. I., announce the opening on November 1 of a complete creative art and printing plate plant.

Glassine Papers: Deerfield Glassine Co., 5 Beekman St., New York City, issues an attractive brochure which, in addition to displaying samples of various types of embossed and plain glassine papers, also includes interesting historical information on paper making and views and descriptions of the company's plant at Monroe Bridge, Mass. A pleasing use of color, as applied to the glassine papers, is also shown.

JUST off the press is the new catalog of the Mason Box Company of Attleboro Falls, Mass. Bound in an attractive 3-color cover, this booklet of 32 pages includes not only complete information regarding sizes, styles and prices of the various types of Mason's Mailers for postal shipments but also valuable data concerning postal rates and regulations. A new feature, heretofore not included in the company's catalogs, is a 4-page section, printed in four-color process which shows decorative set-up boxes which have been designed and executed by the company. The examples are of interesting shapes furnished with fancy paper and lithographed covers and usable for several purposes.



TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND
OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFAC-
TURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN
IRREDUCIBLE MINIMUM.

FORT ORANGE PAPER COMPANY
CASTLETON-ON-HUDSON, N. Y.

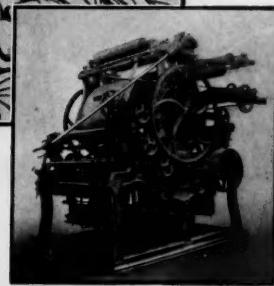
NEW YORK

See our Data
in the
PACKAGING CATALOG

BOSTON



Waldron High Speed, Heavy Duty Embosser equipped with inking attachment. Special roller bearings and Waldron automatic stop to prevent pasters marking roll. Complete with unwinding stand, rewinding stand and quick lifting rig.



Waldron 6 Color Surface Printer—available also for one and up to 16 colors. Designed to insure accurate registration and remarkably even inking. Ideal for box papers, utility wraps and trims.

In all three of the general classifications for paper converting, namely, coating, printing, and embossing—Waldron machines have for more than a century maintained a dominating leadership. Exclusive Waldron features of design, construction and equipment afford advantages that are unmistakably reflected through lower operating and production costs and increased sale of product. We will gladly explain in detail how this can be accomplished. Write us.

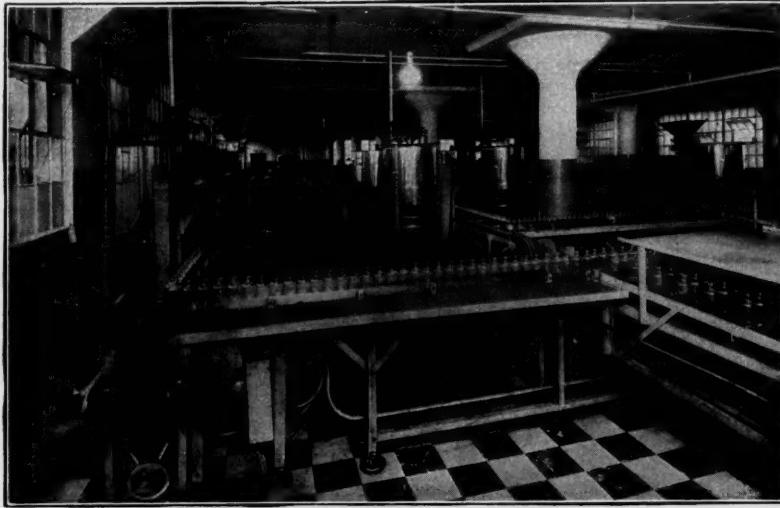
JOHN WALDRON CORPORATION

MAIN OFFICE & WORKS—NEW BRUNSWICK, N. J.
NEW YORK

CHICAGO

PORLAND, ORE.

AUTOMATIC *from Start to Finish*

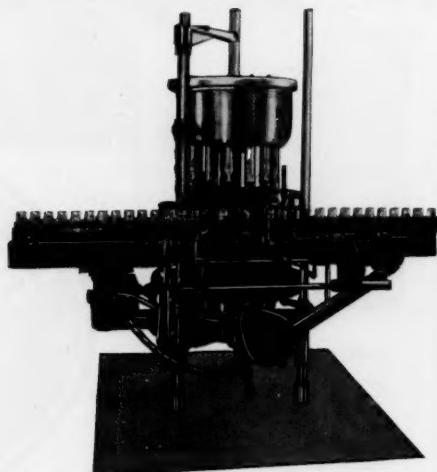
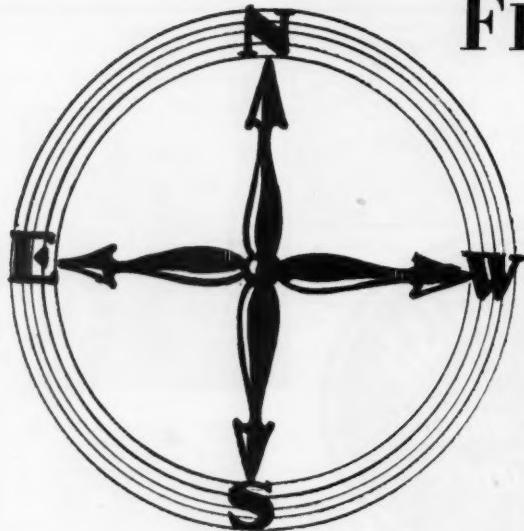


View of finishing room, completely laid out and engineered by U. S. Engineers, in the new Jersey City plant of the Lambert Pharmacal Co., makers of Listerine and Listerine Tooth Paste. The most modern fully automatic pharmaceutical plant in the country today.

No matter how complicated the job to be done in your bottling plant, U. S. Engineers can show you how fully automatic, synchronized equipment can do the work better. U. S. Engineers have installed automatic washing and drying, filling, corking, capping, labeling, cartoning and the necessary conveying machinery in many of the largest and most efficient plants in the country. If you have a problem in your filling department, communicate with our nearest branch or write or wire the main office for free consultation by competent U. S. Engineers.

U. S. BOTTLERS MACHINERY CO.
4015-31 NO. ROCKWELL STREET, CHICAGO, ILLINOIS

FROM ALL POINTS



Comes the same story—"Haller" Fillers, whether hand type for small installations or the efficient 14-tube rotary model shown here—accurate, clean, high-speed filling—whether the liquid be acidulous or not—semi-viscose or liquid—you can't afford not to investigate "Haller" Fillers.

The standard for the past twenty years

HORIX MANUFACTURING COMPANY

*Manufacturers of "Haller" Hand and Automatic Filling Machinery
Corliss Station, PITTSBURGH, PA., U.S.A.*

Packages of CHARACTER

We put character in our labels and folding boxes. It is expressed in expert designing and the use of right colors. Character is what makes our packages stand out on the dealers' shelves and helps make sales.

Proper packaging is among the most vital of merchandising problems. "U. S." Salesmen are experts on all matters pertaining to labels and folding boxes.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

BRAND NAMES

It is unsafe to create or use any trade name without an exhaustive search of every registered and unregistered trade mark in existence. Consult our Trade Mark Bureau. The service is free.

CINCINNATI
110 Beech St.
BROOKLYN
101 N. 3rd St.
BALTIMORE
28 Cross St.

COLOR PRINTING HEADQUARTERS

WHERE DOES IT GO?

...the quality you are so careful to put into that product of yours?

Is it still there when sold?

Foil will keep your goods in fresh-from-the-factory condition. One of the following items solves nearly every package-sales problem:

Master Metal Aluminum Foil

Master Metal Cartons

Master Metal Tite-wraps

Unifoil Box Wraps

Master Metal Signs

Metalkraft Lining Paper

Our Research Staff
will gladly investigate
your packaging prob-
lem—no obligation



THE METAL SHIELD
OF PROTECTION

REYNOLDS METALS COMPANY, INC.
GENERAL OFFICE - - LOUISVILLE, KY.

212 Fifth Ave.
New York City

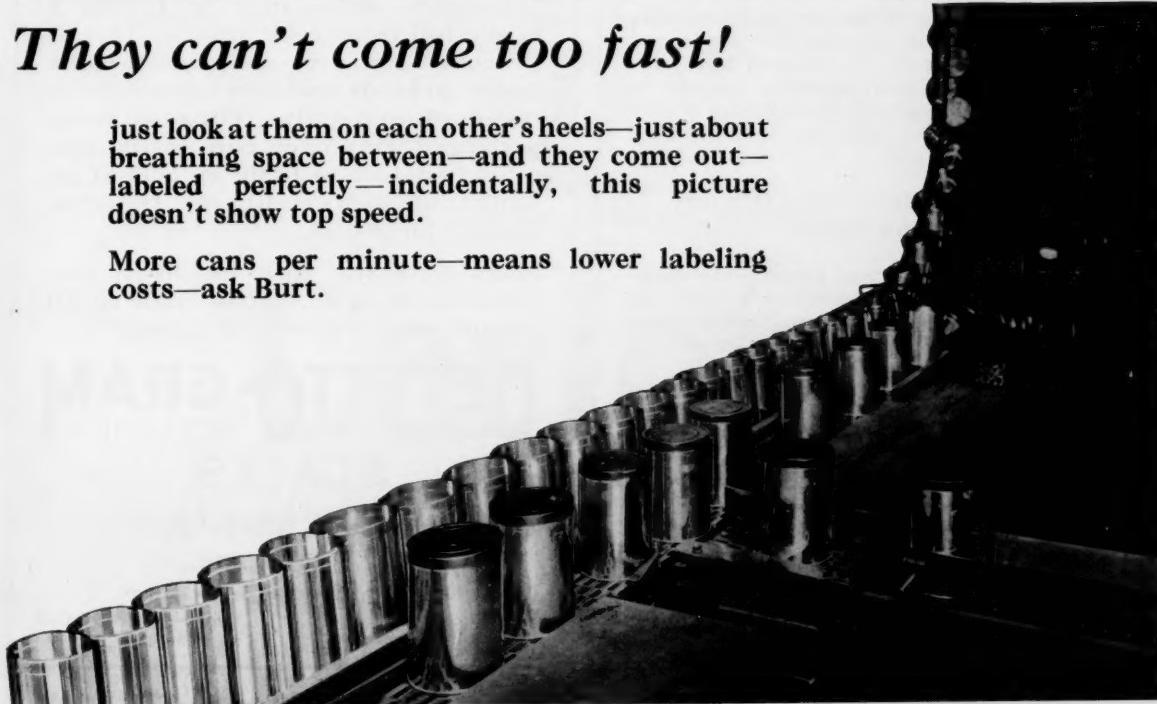
345 Ninth St.
San Francisco

FOIL SEALS IN QUALITY

They can't come too fast!

just look at them on each other's heels—just about breathing space between—and they come out—labeled perfectly—incidentally, this picture doesn't show top speed.

More cans per minute—means lower labeling costs—ask Burt.



BURT MACHINE COMPANY

MAIN OFFICE and PLANT, BALTIMORE, MD.

Sales Offices: New York, Chicago and San Francisco
London: C. S. du Mont, Windsor House, Victoria St., London, England



Let's make tough sealing jobs easy!

Quickly and enduringly seal dainty boxes, beautiful packages, sturdy cartons, asphaltum-lined cases, foil, glassine, the hardest-to-stick labels, paper, board, or other stock. All those jobs are simplified by the use of Mikah Adhesives.

**BOX MAKING GLUES
PACKAGE WRAPPING GUMS
LABELING PASTES
CASE SEALING GLUES
BOTTLING LABEL GUMS
TIN PASTES
CARTON SEALING GLUES**

--- a Mikah Product for every purpose, machine or hand

Developed and perfected by a competent staff of chemists in our own fully-equipped and modern laboratories. Backed by thirty-five years research experience. Made to meet the most exacting demands of highly specialized labeling, sealing, and sticking problems by the

Largest producer of adhesives in the world!

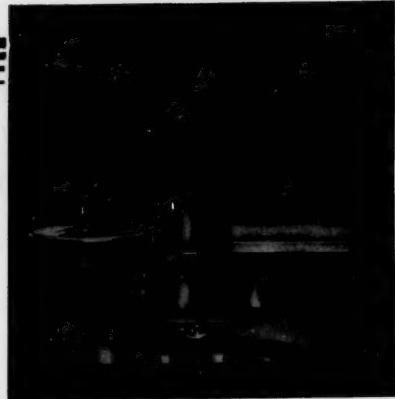
Seven modern plants and twenty-one warehouses at strategic distribution points—no business can be remote from National Service. May we be privileged to make recommendations for your specific needs?

NATIONAL ADHESIVES CORPORATION

EXECUTIVE OFFICES: NEW YORK

We are interested in National Adhesives. Please have representative call

MP2



KEEP YOUR PROFITS!

Don't give them away in overweight!

If some good friend came to you and revealed the fact that a trusted employee was stealing your profits—you would lose no time in acting to remedy the situation.

Inaccurate scales may be taking a heavy toll from your profits. Install Detecto-Gram over-and-underweight scales and this problem takes care of itself automatically. The most inexperienced employee can easily and quickly detect as little as 1/32 of an ounce of overweight on Detecto-Gram's large dial.

Investigate the new improved Detecto-Gram scale. It is made in all capacities and in several styles.

DETECTO-GRAM **HAIRLINE ACCURACY** **SCALES**

THE JACOBS BROS. CO., INC.

Scale Makers Since 1900
36-40 Walton Street, Brooklyn, N. Y.
New York Showrooms
318 Greenwich Street Representatives in all principal cities

THE JACOBS BROS. CO.
36-40 Walton St., Brooklyn, N. Y.
Gentlemen:

Please send me your booklet "Stop the Profit Thief."

Name _____

Address _____



USE BLISS STITCHERS

IF you want to stitch faster

IF you value dependability

IF you would stitch at lowest cost

IF quick adjustment appeals to you

IF low maintenance is of interest

H. R. BLISS COMPANY, Inc.

*Manufacturers of Wire Stitching and Adhesive Sealing Machinery
for Fibre Containers*

NIAGARA FALLS, N. Y.

50 Church St., NEW YORK

Transportation Bldg., CHICAGO

Harry W. Brintnall Co., SAN FRANCISCO, CAL.

BOSTON - NEW YORK
PHILADELPHIA

CHICAGO - ST. LOUIS
CLEVELAND



Cartons

"MADE TO GIVE COMPLETE SATISFACTION"

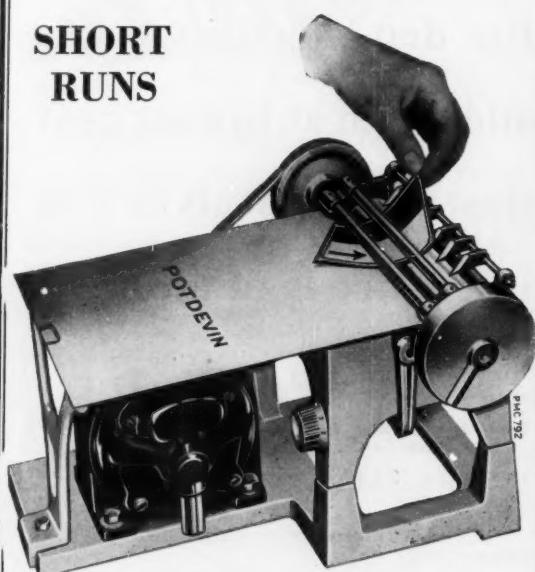
BY

THE RICHARDSON COMPANY

PAPER MANUFACTURERS SINCE 1868

LOCKLAND, CINCINNATI, OHIO

**Save 30% Time
when
LABELING
SHORT
RUNS**



POTDEVIN LABEL PASTER

Paste your labels with the *Potdevin Labeler*—each one will have the proper thin film—no paste spread at edges, no lumps, no blisters or wrinkles.

Paste coating accurately controlled. Cartons, bottles, boxes, fibre cans, mailing tubes, envelopes, etc., are labeled rapidly and safely.

Practical when packing groceries, paint, chemicals, textiles, cosmetics, extracts and other products in neatly labeled containers.

MAIL COUPON for FREE TRIAL without obligation

Potdevin Machine Co., 1228-38th St., Brooklyn, N. Y.

Please send a pasting machine for 10 days' free trial. We will pay for it 2%—10: net \$30, otherwise return it express prepaid. Also send free sample of paste.

- 6" wide Paster, hand driven..... \$35.00
 - 6" wide Paster, with motor complete..... \$60.00
 - 12" wide Paster, with motor complete..... \$100.00
- IMPORTANT: State current & volts for motor
 A.C. D.C. 110 V. 220 V.

Name.....

Address.....

City..... State.....

**Prevent adjustment delays in
Parcel Insurance**



FOR the cost of a few pennies you assure prompt adjustment of loss through theft, damage or destruction of each Parcel Post package you send out. Simply enclose a North America coupon in each Parcel Post package.

Any North America Agent can explain this inexpensive and dependable protection, or send the attached coupon for full information.

North America Agents are listed in the Insurance section of the classified telephone directories under "INSURANCE COMPANY OF NORTH AMERICA."

the North America way

*"The Oldest American
Fire and Marine
Insurance Company"*

Founded 1792

Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept.(MP-12)

Name

Street

City, State

Wants information on Parcel Post Insurance



**Now Open
in New York,
The HOTEL
GOVERNOR
CLINTON**

OPPOSITE PENNSYLVANIA R. R. STATION

New York's new hotel truly expressive of the greatest city. 1200 pleasant rooms each with Servidor, bath, circulating ice water and radio provisions.

Rooms from \$3.00

General Manager E. G. KILL,

31ST STREET **7TH AVENUE**

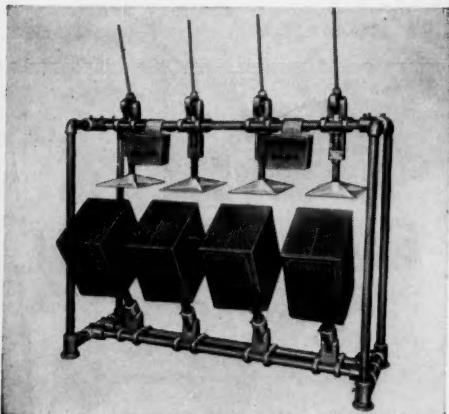
MANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

INMAN
MANUFACTURING CO., INC.
AMSTERDAM, N. Y.

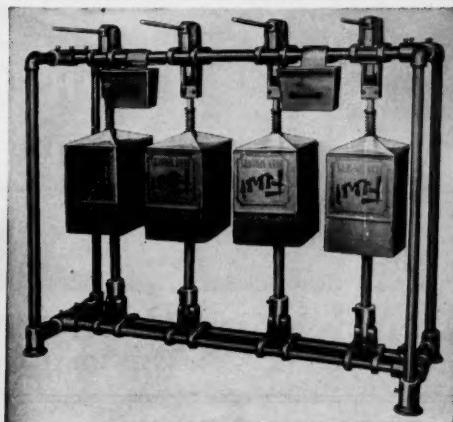
Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed

Leased on
Yearly
Rental
Basis—or
Sold
Outright



Pressure evenly applied on surface

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

HARMON SEALER, Inc.
4017-19 W. Lake St. Chicago, Ill.

Adhesive Specialists

SEALING and LABELING ADHESIVES for all types of machines, labels, and boxes.

Write us your needs and troubles.

Prices and samples quickly furnished.

The F. G. Findley Company

Adhesive Manufacturers

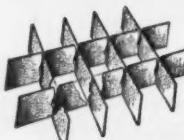
Milwaukee, Wis.

Specify
Gaylord Liners

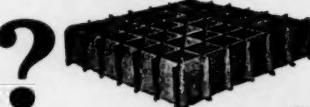
WHEN ORDERING

CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS



How Much Do Your
Partitions Cost?



Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes.

All sizes of partitions completely locked—will not fall apart.

One man operation.

Speedy, efficient and economical.

You can reduce the cost of your partitions by its use.

Full particulars on request.

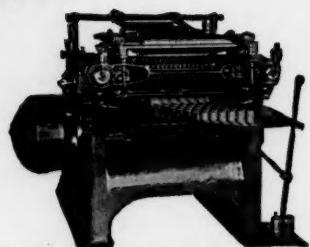
PARTITION MACHINERY, INC.

569-589 E. Illinois St.

Formerly Self-Locking Machine Co.

Cable Address: SELF-LOCK, CHICAGO

Chicago, Ill.



You Can Count
your dollars
 You Must Weigh
your merchandise
 ...Accurate Scales
 are essential to profit



MERCHANDISE is money And though it is not so negotiable as coin itself, your merchandise must be treated as though it were dollars.

Dollars can be readily counted but merchandise must be weighed. Scales therefore must ideally be as accurate as your adding machines if your wealth is not to be wasted.

Don't GIVE away valuable merchandise in the form of overweight packages! You wouldn't throw in a few pennies for good measure with your purchases. Why throw in quarter ounces when you make a sale? Use "EXACT WEIGHT" Sales, the precision-weighing appliances that eliminate over-weight while actually increasing packing speed.

May we send interesting information regarding

"EXACT WEIGHT" SCALES

Manufactured by

THE EXACT WEIGHT SCALE CO.
 (Formerly the Smith Scale Co.)
 1312 W. Spring St. Columbus, Ohio

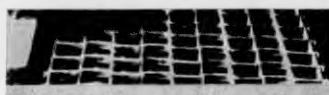


ACME

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ALL-STEEL

CONVEYOR BELTING



THIS 100-foot long Acme Conveyor Belt, traveling twenty feet a minute, carries Leslie Salt cartons through the dryer. Warm air blown up through the meshes quickly dries the labels before moisture can penetrate the cartons.

Acme Conveyor Belting will save you money and labor in your packaging department. The cost is interestingly low—its life is long. Write for a sample section and prices.

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago



FIBRE CANS *of Every Description*

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

R. C. CAN CO.
 121 CHAMBERS ST. ST. LOUIS, MO.

INDEX TO ADVERTISERS

Acme Steel Co.....	71
American Can Co.....	5
Automat Molding & Folding Co., The.....	6
Battle Creek Wrapping Machine Co..... Facing Page	37
Bliss Co., Inc., H. R.....	67
Brooks Bank Note Co..... Facing Page	8
Burt Company, Ltd., F. N.. Insert	4-5
Burt Machine Co.....	65
Capem Machinery Corp.....	8
Chicago Carton Co.....	17
Consolidated Paper Co..... Inside Front Cover	
Continental Can Co., Inc.....	22
Crescent Engraving Co.....	10
Crown Cork & Seal Co..Facing Page	36
DeJonge & Co., Louis..... Insert	16-17
District of Columbia Paper Mfg. Co..... Insert	18-19
Exact Weight Scale Co., The....	71
Ferguson Co., J. L.....	18
Findley Co., The F. G.....	70
Fort Orange Paper Co.....	62
Gaylord, Inc., Robert.....	70
Governor Clinton Hotel.....	69
Harmon Sealer, Inc.....	69
Heywood Co., Inc., R. R.. Insert	14-15
Horix Manufacturing Co.....	64
Inman Manufacturing Co., Inc... Insurance Co. of North America.	69 68
Jacobs Bros. Co., Inc., The.....	66
Jones & Co., Inc., R. A.....	61
Kalamazoo Vegetable Parchment Co.....	1
Kiefer Machine Co., The Karl...	59
Latham Machinery Co.....	21
Lowe Paper Co.....	19
Mason Box Company, The.....	12
National Adhesives Corp.....	66
National Packaging Machinery Co.....	3
New York-New England Co..... Facing Page	9
Package Machinery Co.....	16
Partition Machinery, Inc.....	70
Paterson Parchment Paper Co....	7
Peters Machinery Co.....	15
Potdevin Machine Co.....	68
R. C. Can Co.....	71
Redington Co., F. B.....	4
Reynolds Metals Co., Inc.....	65
Richardson Co., The.....	67
Royal Card & Paper Co.. Insert	12-13
Special Production Machines....	9
Standard Sealing Equipment Corp.....	14
Stokes & Smith Co.....	13
Sun Tube Corp., The.... Back Cover	
Sutherland Paper Co.....	57
U. S. Bottlers Machinery Co....	63
U. S. Printing & Lithograph Co..	64
Waldron Corp., John.....	63
Warren Manufacturing Co.....	11
Wirz, Inc., A. H..Inside Back Cover	



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Let Wirz make your next lot—the difference will delight you.

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. . . here is a tube, . . . used by a company who has made tooth paste history, . . . in the past five years. . . . not only has this tooth paste met superlative competition, . . . but it, . . . *continues*, . . . to show a substantial gain, . . . each, . . . and every year.

Frank J. Myers

President

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